

LIFE

THE SATELLITE
WHY REDS GOT IT FIRST,
WHAT HAPPENS NEXT

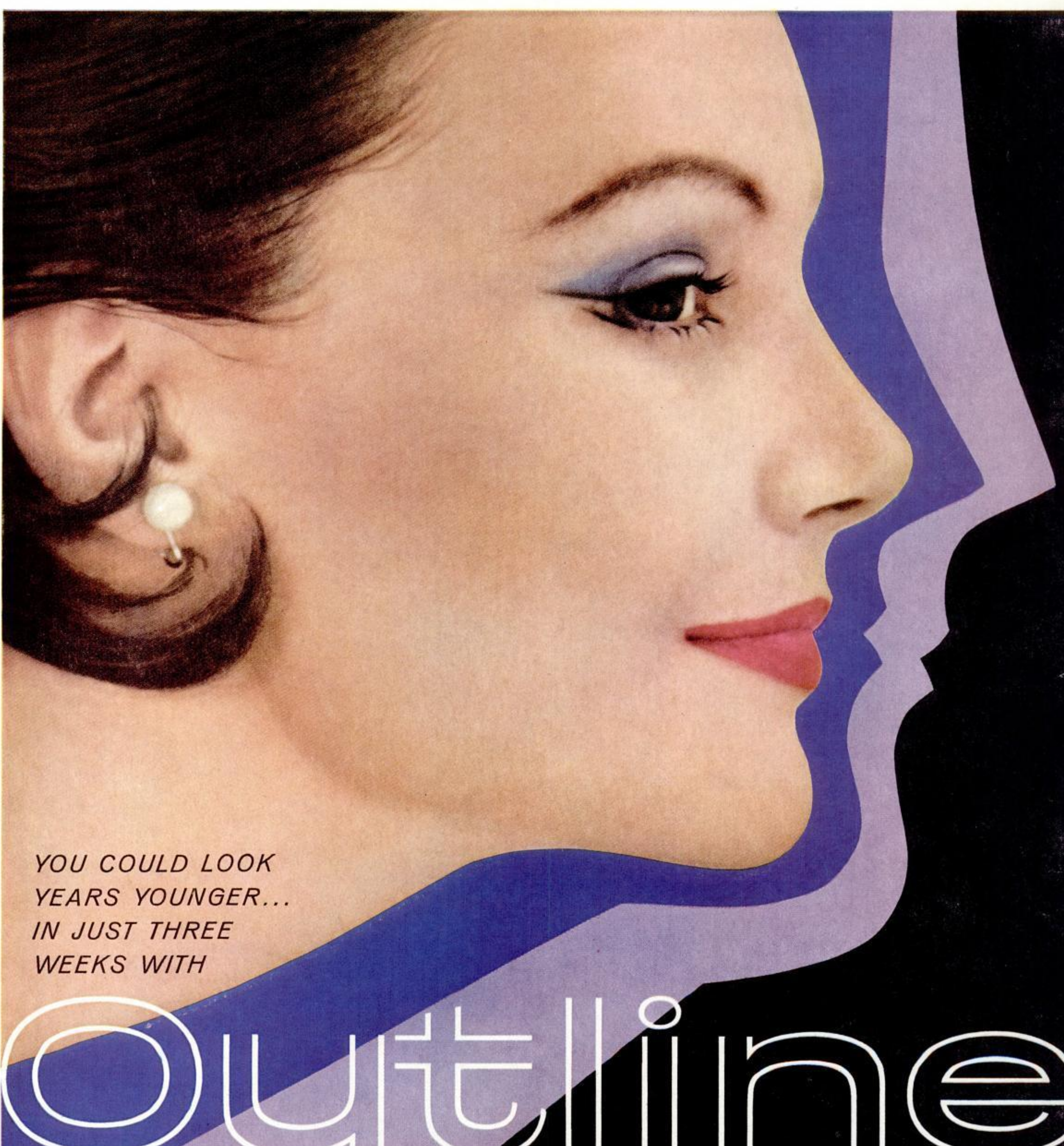
GOV. FURCOLO WRITES
TALE OF ZANY CAMPAIGN



**U.S. SCIENTISTS
PLOT ORBIT**

OCTOBER 21, 1957

25 CENTS



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FOR BEAUTY THE MODERN WAY

Dorothy Gray



Sputnik's significance

Sputnik opens the age of space: LIFE chronicles world reaction to this scientific breakthrough, gives an insider's report on why the U.S. fell behind and shows fantastic advances ahead.



TRACING SPUTNIK

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Bright prospect for Brazil

After three centuries of boom and bust Brazil shows signs of solving the gigantic economic problems that prevent it from becoming a major nation. Twelve pages of color photographs.



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Edward Williams is trial lawyer for Hoffa and Costello. His clever defense of such often-attacked clients has won him recognition as one of the best trial lawyers in the country.



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MUHLENBERG COED

COVER

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In an excerpt from a governor's comic novel, a tavern free-for-all and a last-minute courtroom turnabout propel a hapless candidate to victory. By Foster Furcolo, governor of Massachusetts. Drawings for LIFE by George Price

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LIFE,
OCT. 21, 1957

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VOLUME 43
NUMBER 17

as
long as
there are
roads
there'll
be good
reasons
for using
a premium
gasoline



*A car is for pleasure—and for that extra measure
of driving pleasure, use a premium gasoline.*



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New York 17, N. Y.

Manufacturers of "Ethyl" antiknock
compound—used by oil companies
everywhere to improve their gasolines

This One



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a very rare combination in a camera



Only the Argus C-3, the most popular color-slide camera in the world, offers you:

The simplicity of Color-matic settings (which make it as easy to operate as a box camera).

Advanced camera features such as lens interchangeability (to match your skills as you become more expert).

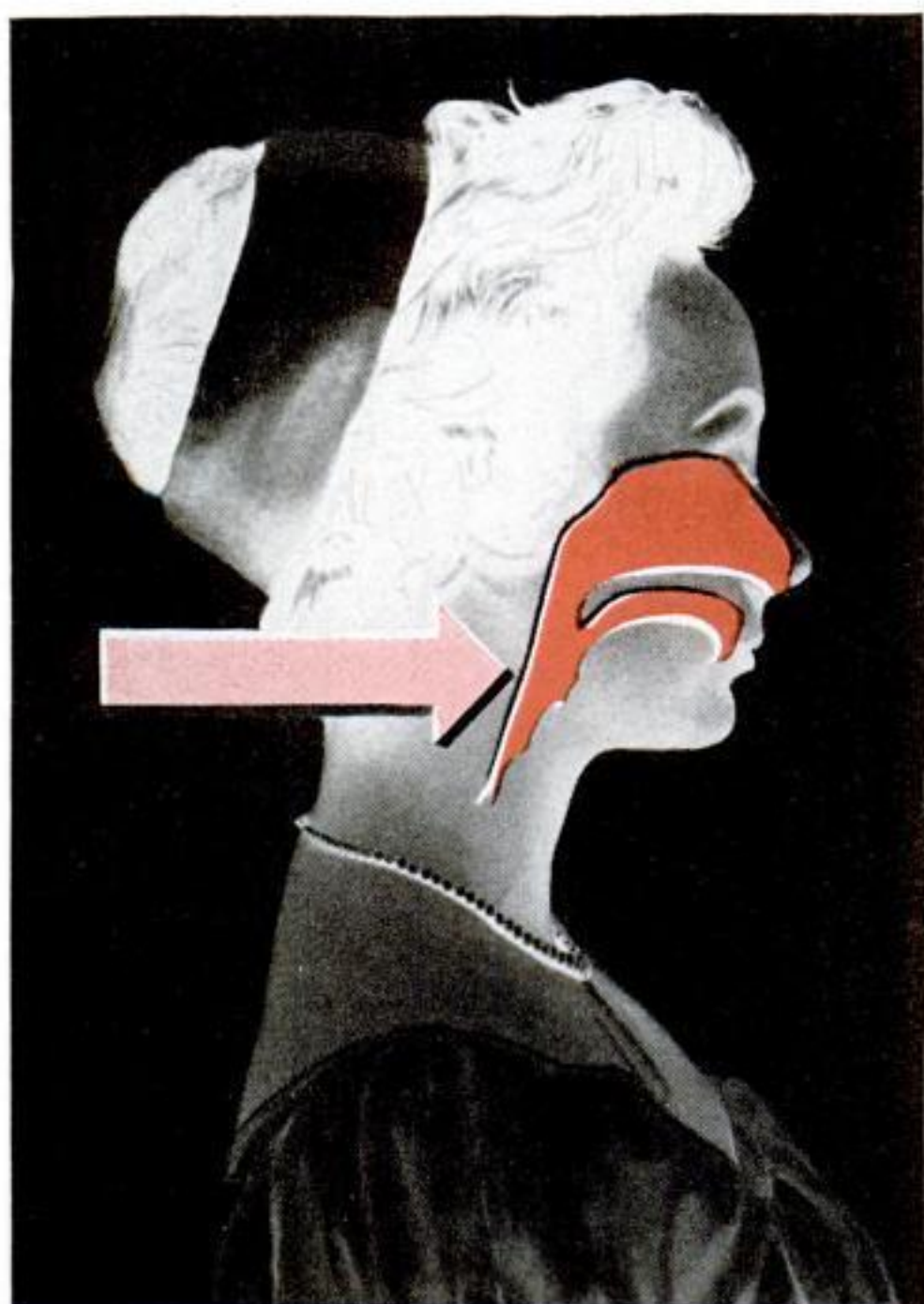
A lifetime guarantee.

Price? A surprisingly low \$69⁵⁰ including case and flash.

Ask for it by name...the **argus C-3**

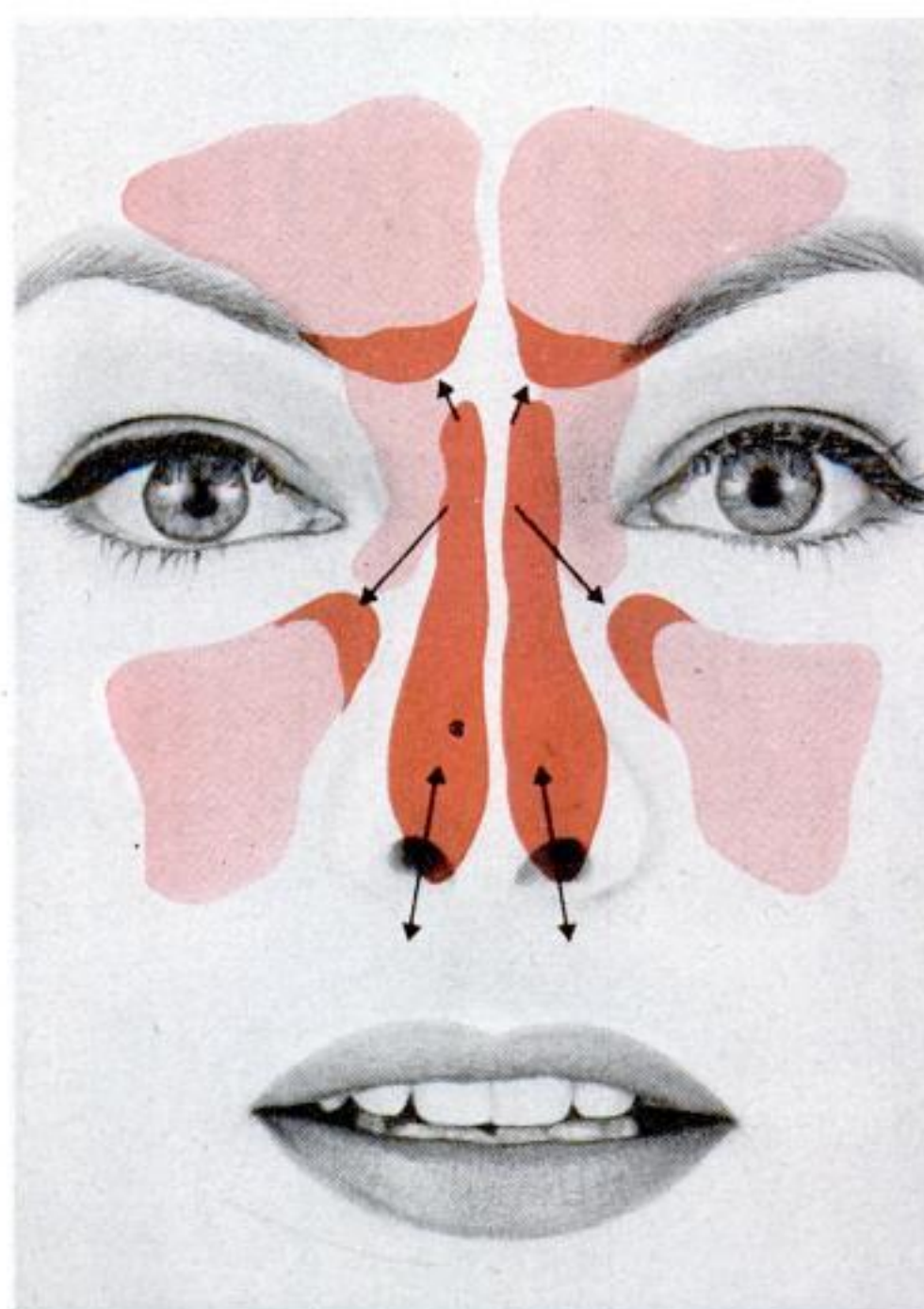
Argus Cameras, Ann Arbor, Michigan, Division of Sylvania Electric Products Inc.

How does your cold develop?



1 SORE THROAT

2. Coughing
3. Sniffles, Sneezing, Stuffy Nose
4. Tight Chest
5. Ache All Over



1 SNEEZING, SNIFFLES, STUFFY NOSE

2. Sore Throat
3. Coughing
4. Tight Chest
5. Ache All Over



1 ACHE ALL OVER

2. Sneezing, Sniffles, Stuffy Nose
3. Sore Throat
4. Coughing
5. Tight Chest

Coldene attacks all these symptoms in any stage of the common cold

Gives feelable relief in minutes . . .

Most powerful cold medicine you can buy without a prescription

The common cold is not a simple ailment. It is a disorder which attacks various parts of your system, bringing a variety of miseries to different parts of your body as it spreads. Some sufferers seem to feel one misery more quickly, others another.

Hence, Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two drugs, but unites the powers of several potent ingredients . . . all in proper balance.

When you take Coldene, here are the things that happen almost at once—within minutes. **First:** The instant Coldene touches your raw, inflamed throat, relief begins. **Second:** If you've

been coughing, Coldene relieves that cough spasm. Right then and there! **Third:** Coldene goes to work to dry up and open your nose. You get feelable relief within minutes! **Fourth:** If your chest is tight and breathing is difficult—you breathe again! **Fifth:** If you ache and feel just plain miserable—Coldene relieves the pain, even reduces fever, gives the fullest possible help.

The reason? There's a powerful, specific, correct ingredient in Coldene for each of the miseries of the common cold. That's why Coldene can catch your cold at any of its 5 stages. Now available in its original Liquid form or in the new Coldene Tablets . . . Coldene, most powerful cold medicine you can buy without a prescription.

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NEW!



Quickly relieves chest colds without grease, strong odor or tears—**COLDENE STICK CHEST RUB**

For fast, localized treatment of head cold distress—**COLDENE ANTI-BIOTIC NASAL SPRAY**



\$1.00
EACH

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It's light, dry . . . not sugary sweet!

The *exclusive* ingredients of Canada Dry Ginger Ale do the trick! Sparkling bubbles with exclusive "Pin-Point Carbonation," pure, pure water, select, imported ginger grown especially for Canada Dry, and premium, larger-crystal sugar bring 'em back to life after hard work or play.

This Ginger Ale is deliciously refreshing . . . light, dry (less sweet), not filling. And the livelier bubbles aid digestion. Try it when pep disappears, and put the sparkle back in your family's eyes. Canada Dry is good for everyone . . . keeps them mentally alert, physically alive.

FIRST IN TASTE: Canada Dry, the Original Pale Dry Ginger Ale...often imitated but never duplicated.



Exclusive personalized Christmas card offer from Canada Dry!

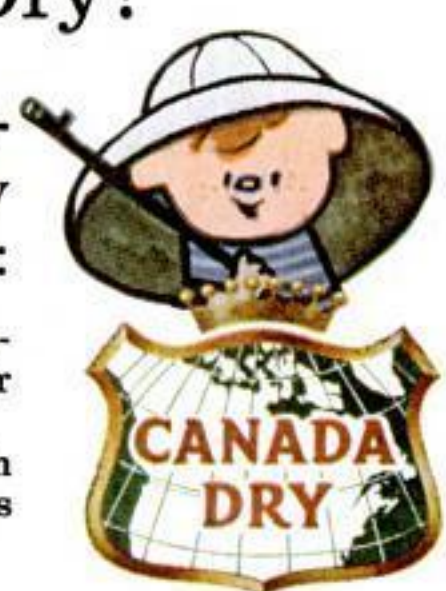


Get 12 personalized Christmas cards containing your favorite snapshot. A \$2.25 value for only \$1.00. Cards are 4" x 6", beautifully printed in full color, and come complete with envelopes. Here's how:

1. Send a negative or print of your favorite snapshot together with \$1.00 and the special gift certificate you'll find attached to a bottle of Canada Dry Ginger Ale, Club Soda or Flavors . . . be sure to include \$1.00 for each set of 12 cards you order.

Mail to CHRISTMAS CARDS, Box 2548, Pittsburgh 30, Pa., and *don't forget* to include your name and address.

2. Do it today to be sure you get yours in time for your Christmas mailing. Offer expires November 27, 1957.





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Eating out gives life a lift!

Topping off a football game with fun and wonderful food at your favorite restaurant is a typical American custom. We describe it as "living it up!"

And for really "living it up," you can't beat steak! Just the sight of a superb steak like this . . . sizzling hot, tender and juicy . . . moves us to say, "Man, here's meat that makes the meal!"

Restaurant men know your enjoyment and

their culinary success depend upon the quality of meat they select. They have the knack of choosing cuts with just the right amount of fat marbling for exceptional tenderness . . . the proper degree of aging for perfect flavor. They know, too, from long experience, that for the finest in all meats, they can trust Swift & Company—just as you always do whenever you shop for your family.

Suppose you and your folks give life a wonderful lift by enjoying Swift's Premium Steak at your favorite "eating-out" place soon. It's a typical American custom!



One of a series of advertisements prepared by Swift & Company in cooperation with the National Restaurant Association.

by Swift & Company, 1957

This is National Restaurant Month...trEAT out more often!

Good eating places put quality first...so does



To Serve Your Family Better

...AND LET THE REST OF THE WORLD GO BY



The model illustrated above is the CONN Minuet.

How beautifully simple with a **CONN ORGAN**



Simple? Why, you'll be making music right from the start—picking out tunes . . . thrilling to the music you yourself produce. The proof is in the playing: ask your CONN ORGAN dealer for a play-it-yourself demonstration.

What a comfort to close off the world, let music spin out your dreams. This is the magic of a CONN home organ.

And how readily you call it forth—*you*, seated at the CONN. As your dealer can show you, you'll actually make music from the very first day the CONN ORGAN comes into your home.

Then, oh, the exciting days to come as you explore the world of sound. The trill of the woodwinds, the shimmer of the strings. A whispering chord, a mighty crescendo. This is *you*! And this superb instrument

mirrors your every mood with a faithfulness of response that will never cease to delight you.

You'll come to see that music is an economical pleasure, too, for your CONN ORGAN rewards you out of all proportion to your investment. Even at the outset the cost is well within reason—as low as \$995. Your CONN dealer will be pleased to arrange terms.

See him soon. It's a visit you'll be glad you made. Conn Organ Corporation, Elkhart, Indiana.



Conn Organ Corporation
Elkhart, Indiana

Yes, I'd like to know more about playing the organ. Please send me your illustrated booklet "How to Choose the Organ for Your Home."

Name.....

Address.....

City.....Zone.....State.....

CONN ORGAN

magnificent in music

PRODUCT OF AN 82-YEAR TRADITION

VOTED BEST DRESSED WOMAN OF THE YEAR

Casual Elegance Keynotes New Collection

The most significant feature of the new fashions for winter is an air of casual elegance, underscored by a feeling of genuine comfort. Women simply won't be confined by clothes that make unreasonable demands on their figures, or hamper their freedom in any way.

Significant of the new trend toward ease of movement is the latest development in bras by Maidenform. At last there's a bra on the market that satisfies fashion's most exacting requirements for high, rounded contours, while it releases the wearer from the pressures and tensions of ordinary bras. Smart women are planning to feature this bra in their fashion future. It's a born headline-maker.

New Silhouettes Are Relaxed

The continuing importance of the blouson is felt more strongly than ever this season. Combined with the casual fit of the new suits, the middy dress, and the plumline sheath that falls straight from the shoulder, this fashion has opened the way for a new era in undergarments. The accent is on a silhouette which remains effective even underneath the looser fashions. Since the cut of a dress can no longer be depended upon to enhance the bustline, a new kind of bra was required which could do the job on its own. And, the greater comfort of the relaxed fashions has resulted in a demand for action-free undergarments.

In response to these new requirements, Maidenform has created Concerto Tri-Line, a bra whose circular, stitched cups round the contour, and whose three-point straps offer an entirely new concept in comfort. These straps actually remove any trace of pressure from the shoulders, while they accent the outline of the contour. What is even more remarkable, the straps criss-cross in the center to make the bra cling where cling counts, thus giving a really smooth separation.

Jackets Open Up... Blouses Put On A Bold Front

Chanel has made the influence of the thirties the starting point of the new look. Prominent in this Chanel influence is the strong return of blouses as a definite part of the ensemble. Suit jackets are worn open this year, and blouses are bursting forth in every fabric, both printed and plain.

The new emphasis on blouses focuses attention on another part of the wardrobe... the bra beneath the blouse. The robe... the bra beneath the blouse is determined largely by the grace and contour of the figure that wears it. It has been found by stylists that the clear, curvy outline of Concerto Tri-Line, as well as the superior separation, best defines this season's blouse profile.

An important part of the relaxed silhouette is achieved with a new use of fabrics. Fabrics that flutter, fabrics that drape well are part of the plan to soften the silhouette. Chiffons, crepes, and fluid velvets are seen most often on collars and cuffs on afternoon dresses. Undergarments, too, have been influenced by the new trend. For example, Maidenform Concerto Tri-Line, although a functional bra in every respect, is delicately frosted with a flutter of lace to match the mold of the new fashions. It also goes particularly well with the fashions that feature ruffles or fichus over the bodice front. Ordinarily, these features might tend to make the figure look bulky, but Concerto Tri-Line's unusual straps tack the bra to the figure smoothly, providing an ideal foil for all the frills a woman could wish for.

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Fichus and Frills... Strongly Flavored

There's a definite feeling for feminine touches, exemplified by the soft fichus on the new chiffon blouses, and on the new cuffs on afternoon dresses. Undergarments, too, have been influenced by the new trend. For example, Maidenform Concerto Tri-Line, although a functional bra in every respect, is delicately frosted with a flutter of lace to match the mold of the new fashions. It also goes particularly well with the fashions that feature ruffles or fichus over the bodice front. Ordinarily, these features might tend to make the figure look bulky, but Concerto Tri-Line's unusual straps tack the bra to the figure smoothly, providing an ideal foil for all the frills a woman could wish for.

Soft Fabrics Are In Fashion This Season

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Hand in hand with the liquid lines of these new fabrics create, is a new development in brassieres. The soft, rounded contours of Maidenform Concerto Tri-Line have become a "must" among the best dressed women of two continents. They are thrilled to discover that the correct way to dress is also the comfortable way to dress, because Concerto Tri-Line's three-point straps remove every trace of tension from the shoulders, and the bra stays in place through the cut of a dress can no longer be depended upon to enhance the bustline, a new kind of bra was required which could do the job on its own. And, the greater comfort of the relaxed fashions has resulted in a demand for action-free undergarments.

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The Accent In Accessories... Strapped Shoes, Rope Jewelry

Fur-Trimmed Fashions Are Favored

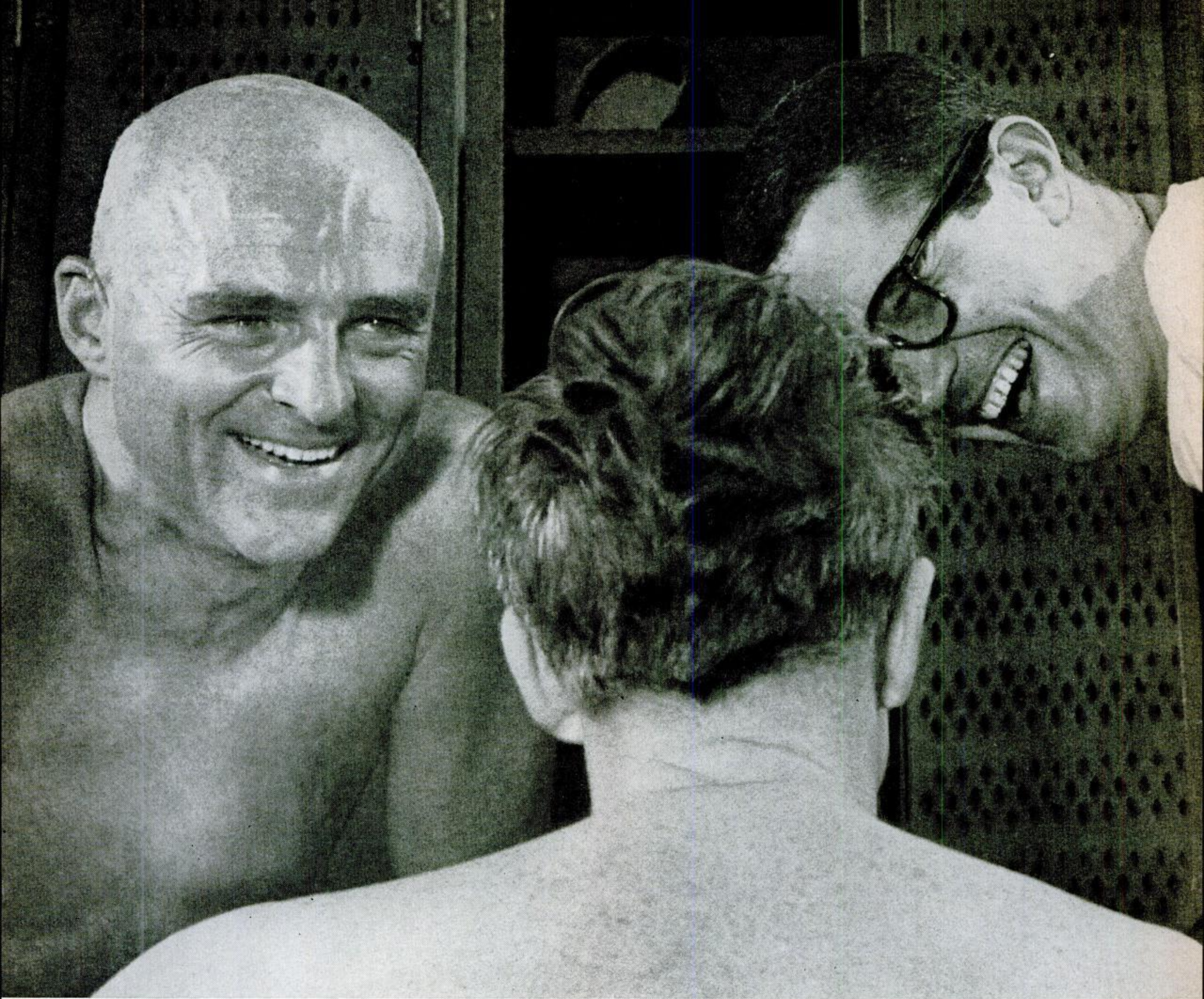
Knits are such an important part of the new soft-fabric story, they deserve a section all to themselves. Knits have emerged on the fashion scene, after several seasons of growing success, in a more dramatic position than ever before. Now there are silk knits, ribbon knits, jeweled and fur-trimmed knits for after-five wear... in addition to the popular bulky knits, the shaggy Shetlands, and the classic sweaters for day wear. Knits are now high fashion in everything from beach wear to dinner gowns... including suits and coats. Authorities are agreed that nothing sets off a knit fashion better than a Maidenform bra. The bra picked most often as perfect for the new knits is Concerto Tri-Line. Its rounded contour and carefree comfort seem created especially for the sweated look. And the campus crowd, where the sweated look has reigned supreme for years, is

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I dreamed I crashed the headlines in my *maidenform* bra*

Isn't it fitting! I'm so high in fashion circles, I'm front page news wherever I go! Of course I'm supported in style with Concerto* Tri-Line*, the bra that gives the most flattering build-up a woman ever had. The secret's in the

three-point miracle straps that *lift* and *accent* and *float* away every hint of shoulder strain. And the circle-stitched cups hold and mold curves as *nothing* else can! White cotton broadcloth in A, B, C and D cups. 3.50



Which man is wearing the Sonotone hearing aid?

Is it the man at the left...the man in the center...or the one with the glasses? The answer? *All three!* Each is wearing the "Unseen" Sonotone that fits his needs best. But *where?*

Nothing on the body, all at the ear

The man in the glasses is wearing Sonotone's new eyeglass model, built right into his regular prescription glasses. The complete hearing aid is so tiny that it is entirely concealed in just one of the temples.*

The man in the center—with nothing behind either ear, no cord or extra button whatsoever—is wearing the world's smallest hearing aid, the amazing Sonotone "222." The "222" is an all-in-one-piece model worn right in the natural hollow of the ear. It is all in the ear...there is *nothing* else to wear!

The man at left is wearing the new "333" model, so small and light it is worn entirely at

the ear... with no cord down the neck, nothing on the body and—obviously—nothing in the hair.

The "future of hearing" is right now!

Each of these "Unseen" Sonotones is a transistor model, powered by an easily-replaceable battery about the size of an aspirin tablet. Each gives clear, sharp amplification for fine hearing, and is fitted to individual needs.

In their advanced design and engineering, these exciting Sonotones set the style for as many years ahead as scientists can foresee.

Mail coupon today for unusual offer

To introduce these quality hearing aids to as many people as possible, Irving I. Schachtel, President of Sonotone Corporation, has authorized this unusual Introductory Offer:

Everyone who mails this coupon will receive *free a Modern Hearing Test* on a phonocard which is specially produced for Sonotone by

Bing Crosby Phonocards, Inc. You can take this personal hearing test right in your own home just by playing the record.

You will also receive complete information on the three "Unseen" Sonotones described here. Don't delay. Mail this coupon today!

*All lenses and professional services required for the eyeglass portions of Sonotone hearing aids are to be obtained through an ophthalmologist, optometrist or optician of your own choosing.

SPECIAL INTRODUCTORY OFFER!

FIRST TIME EVER OFFERED



FREE! NEW PHONOCARD HEARING TEST to check your hearing right in your own home...free to everyone mailing this coupon.

Sonotone Corporation, Dept. B-107
Elmsford, N. Y.

Gentlemen: I would like to have the free Hearing Test Record with which I can check my hearing right in my own home. Also send me complete information about the three "Unseen" Sonotones. Mail in plain envelope to:

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

SONOTONE CORPORATION
ELMSFORD, N. Y.

A Lifetime Program for Better Hearing!

LETTERS TO THE EDITORS

PARADOX OF THE PRISONS

Sirs:

As a teacher of criminal law I have read with great interest and delight the series on crime (Crime in the U.S.: Part IV, "The Paradox of the Prisons," LIFE, Sept. 30). It is probably the most carefully prepared and most carefully presented treatment of the subject ever to appear in a popular magazine.

YALE KAMISAR

Associate Professor of Law
University of Minnesota
Minneapolis, Minn.

Sirs:

LIFE has made a significant contribution to an understanding of the crime problem. The articles have all been informative, objective and provocative.

I am especially pleased, of course, with the article on prisons. Mr. Havemann has summarized in a thoughtful, penetrating and interesting manner the role of the prison.

JAMES V. BENNETT

United States Bureau of Prisons
Washington, D.C.

Sirs:

If your hogwash on our beloved felons continues, furnish readers crying towels. I did indeed wax lachrymose at the thought that it sometimes requires as long as from matinee to night for a murderer or rapist to be rehabilitated.

NED ALVORD

Los Angeles, Calif.

EDITORIALS

Sirs:

My compliments to Professor J. B. Rhine of Duke University who recently wrote so heartwarming in praise of the Negro youngsters bravely facing the mob at the schoolhouse—and to LIFE, which published his eloquent letter as an editorial ("The Children's Crusade," LIFE, Sept. 30).

J. HARVEY EDMONSTON

Bethesda, Md.

Sirs:

After reading the editorial of Professor J. B. Rhine of Duke University I noticed the qualifications of Dr. Rhine to write on this subject: "A famous experimenter in 'extrasensory perception.'" My best wishes to the good doctor for his future experiments in this great field. Some "extra sense" would not do him any harm.

GUY N. ROGERS

New Albany, Miss.

Sirs:

LIFE maintains that there will be political and economic chaos in Algeria when France is finally forced to give up her colonial holdings ("Hopeful Plan for Algeria," LIFE, Sept. 30). The chaos, LIFE forgot to mention, is right here in France. Any American who thinks that France, of her own will, will grant Algeria, if not independence, at least some liberal status where seven million Algerians will not be crushed politically and economically by a million Europeans is mad.

OLLIE HARRINGTON

Paris, France

Sirs:

I shall not make as rash a judgment as yours in calling the French plan for Algeria "hopeful." If the Algerians surrender their rights to this French "imaginativeness" it certainly will be the end of them.

HISHAM NAZER

Los Angeles, Calif.

Sirs:

Your editorial on the Algerian situation seems to me in the true spirit of the Declaration of Independence and in the genuine tradition of the Founding Fathers of America.

FATHER R. L. BRUCKBERGER

River Forest, Ill.

TWO TAR BABIES

Sirs:

Concerning Walter (Hotrod) and Yvonne (Posie) Johnson ("Troubles of Two Tar Babies," LIFE, Sept. 30), I have one question. How do they look now?

DONALD DAL MASO

Allentown, Pa.

● See below.—ED.



POSIE, KITTY ANN AND HOTROD JOHNSON, ALL CLEANED UP

AGAINST SUNDAY SELLING

Sirs:

Hats off to the Most Reverend Edward D. Howard and to Grocer Wayne Claflin ("A Fight against Sunday Selling," LIFE, Sept. 30). I sincerely hope and pray that the 45 other states soon follow suit and that all faiths will act together in keeping the Sabbath holy.

MARGARET BROWN

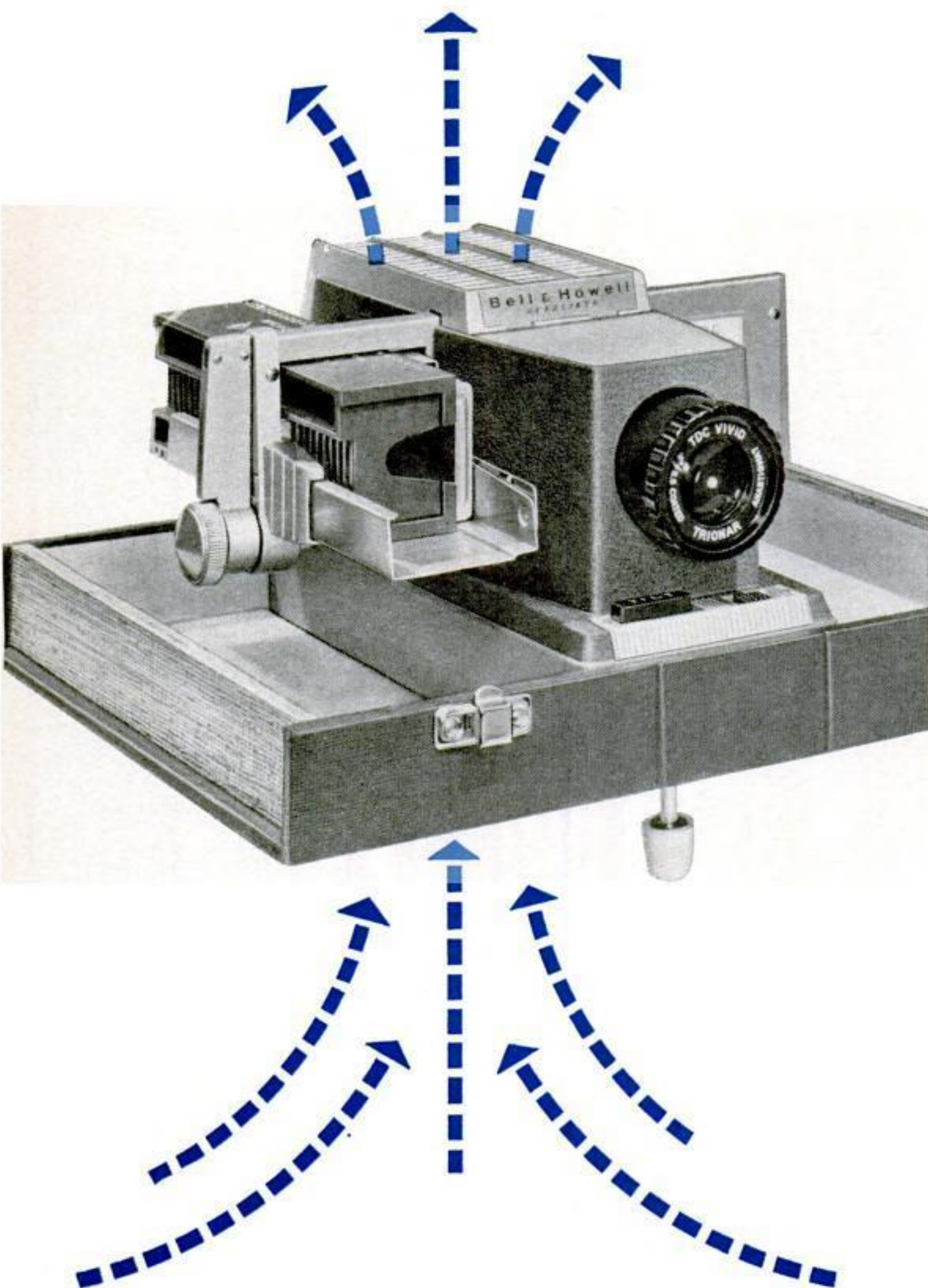
Columbus, Ohio

CALIFORNIA POLITICS

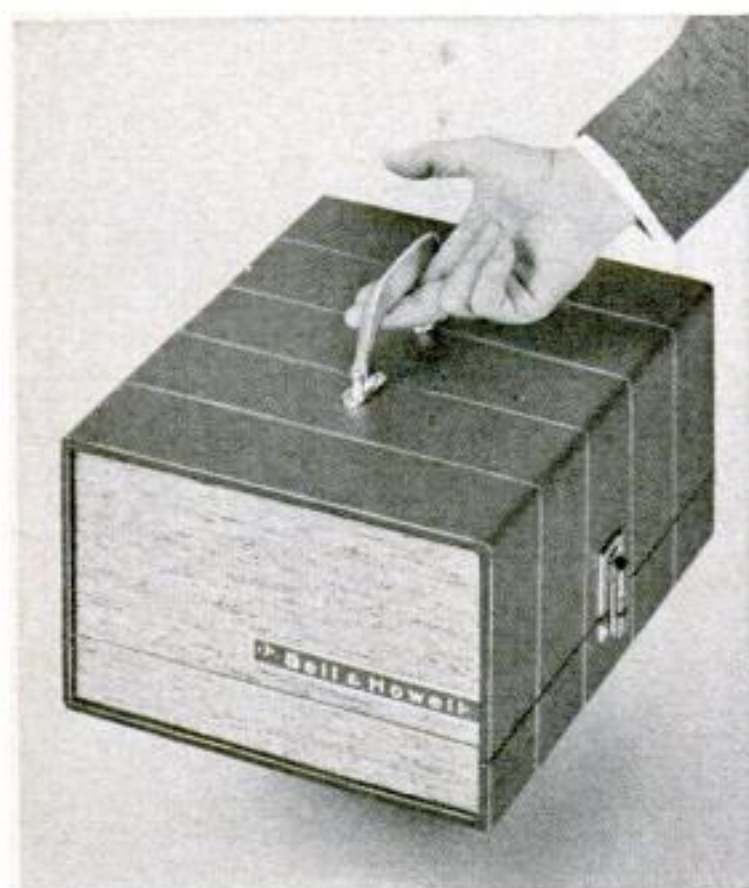
Sirs:

Your article on California politics is the best I have read in my 30 years in this state ("California, Here It Comes for Big Stakes," LIFE, Sept. 30). The rest of the nation should realize that we in California do not take our politicians very seriously. We learn to enjoy them and realize that to make the grade they must have a "gimmick."

You failed to mention our famous



Sleek new slide projector has **air-column** cooling!



Light, low and lovely! Matching case covered in vinyl fabric of simulated Italian silk and linen weave. Compact and convenient, easy to carry. See the 706 at your dealer's or write Bell & Howell, Dept. L-7, Chicago 45, Illinois.

The biggest problem in slide projection is heat. And Bell & Howell's brand new 706 projector solves the problem with *air-column* cooling.

No more slides "popping" out of focus—no more burnt fingers—no more shortened lamp life. The 706 has a powerful 4-in. fan that pushes air past the 300-watt lamp at a velocity of 400 feet per minute. Quietly too, without whir or whoosh.

Other fine features include 4-in. f/3.5 coated Trionar lens in helical mount, touch-down tilt button and rugged die-cast aluminum housing. With Micro-Fit slide tray and semi-automatic Selectron slide changer, \$62.50. With completely automatic electric changer, \$86.00.

For the ultimate in slide projectors, see the Robomatic with remote control that lets you pre-set viewing cycle times, \$149.50.

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A photographic interpretation by Maurice Bauman.

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National Bohemian Beer

Illustrated: Model 534—Ultra High Fidelity Automatic Console Phonograph with D.E.P., available in Mahogany, Blonde Mahogany and Walnut. Four speakers. Two jeweled styli. Frequency response 30 to 20,000 cycles. Suggested list price \$259.95. With AM-FM Radio (Model 535) \$369.95.



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A NEW EXPERIENCE IN "360" HIGH-FIDELITY EXCLUSIVE WITH COLUMBIA

Not since America first turned on the world famous "360" phonograph has there been an advance in sound reproduction so meaningful to music lovers. The same laboratories which brought you the original "360" and the @ record are proud to announce D.E.P.* (Directed Electromotive Power) which seals the sound chamber for tonal balance throughout the entire listening range. By fathoming sounds heard and unheard... by exploring the entire universe of human hearing, both conscious and subconscious...

Columbia sound engineers now make it possible for you to experience "Listening in Depth."

There are now thirty-five new 1958 Columbia phonographs incorporating this exciting new principle in high-fidelity reproduction... portables, consoles and combinations in a wide attractive price range. We invite you to see these new classics now at your nearest Columbia Phonographs showroom.

THE GREATEST NAME IN SOUND...*enjoy the sound of genius on Columbia Records...protect your valuable records with Columbia accessories.*

from \$29.95 to \$1,995...

COLUMBIA PHONOGRAPHS

© "Columbia," "360" @ Marks Reg. Prices are suggested list. *Patent Pending

LETTERS TO THE EDITORS CONTINUED

California Sand Fleas. These register in one party and always just before election jump to the other party with full benefit of searchlights, full page advertisements in local papers. This in California shows a trend. Very important in California.

M. R. ROLPH

Hermosa Beach, Calif.

Sirs:

The statement that Upton Sinclair's running mate, Sheridan Downey, was elected to the lieutenant governor's chair is incorrect. Downey was defeated by a narrow margin by the Republican nominee, George Sinclair.

You are correct in stating that Jerry Voorhis made his political debut in this campaign, but it was as an E.P.I.C. candidate for the State Assembly (he lost the contest) and not for Congress.

DUDLEY SIPPRELLE

Mentone, Calif.

● LIFE was wrong on both counts.—ED.

Sirs:

LIFE now claims that California produced a President in the form of Mr. Herbert Hoover. The grass roots at the Hoover birthplace in West Branch, Iowa took a turn toward brown when this startling announcement arrived.

WILLIS GUTHRIE

Waukesha, Wis.

● Though born in West Branch, Iowa, Herbert Hoover was educated at Stanford, was registered as a voter in California when he ran for President.—ED.



HOOVER'S BIRTHPLACE IN IOWA

ANOTHER HARRISON

Sirs:

What a woman that Kay Kendall ("Another Harrison on the Horizon," LIFE, Sept. 30)! Here's a woman with fabulous natural beauty and feminine charm that makes these artificial glamor girls look like cheap dime store trinkets.

LEE MARTIN

Van Nuys, Calif.

MATH WITH MARIONETTES

Sirs:

Was quite interested in "Math with Marionettes" (LIFE, Sept. 30), but in the sequence on page 124 concerning Roman numerals, shouldn't the answer to the multiplication read: MMMMMMMMMMMMMDCXXIV? I always thought that four was IV in Roman numerals and not IIII.

BRUCE H. HASENKAMP

Hanover, N.H.

● The Romans more often than not wrote the figure four as IIII instead of IV.—ED.

UP-DOWN TRUCK

Sirs:

Your story "Ups and Downs of a New Truck" (LIFE, Sept. 30) was of

particular interest to me because only two months ago our company completed test runs of a very similar vehicle which we call the "High Lift" truck. It was designed by officers of our firm to cope with the problem of second-story deliveries in Montreal, where 28 beer-sellers have no basements but second-story storage lofts.

It may not sink as low as the Thomson trailer but it may, at its maximum elevation of 11 feet, rise a little higher.

JOHN BENET

Monreal, Quebec



HIGH-LIFT BEER TRUCK

BIG CIVIC SONG FEST

Sirs:

Just loved the article ("A Big Civic Song Fest," LIFE, Sept. 30) on the Neapolitan Piedigrotta (hollow laugh). Boy, I can tell it different. My husband and I landed in Naples on Piedigrotta night, 1951, each carrying 40-pound rucksacks. We'd had an exhausting hitchhike from Florence and Rome and were longing to hit the hay. Piedigrotta night is like a Mardi Gras festival gone crazy. There wasn't a hotel room, or even a rope to lean against in the city. We then trekked through every street, thronged with merrymakers, waving bunting and balloons in our red English faces, knocking on every door, begging for a place to lay down our bags. In the end, we ate leathery pizza from a handcart, and slept on the bench in the railway terminal's waiting room, along with other tourists. At least, it seemed to be the one night in the year when the Neapolitan was more eager to enjoy himself than to fleece the tourist. Nobody tried to sell us imitation Parker pens, Swiss watches, or homemade currency. See Naples on Piedigrotta night and die of exhaustion!

MRS. G. I. BAKER

Toronto, Ont., Canada

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Do your lips a special favor—use 'Chap Stick' regularly to keep them lastingly refreshed and comfortable. 'Chap Stick' is specially medicated—extra soothing—antiseptic. The world over, its time-tested formula has brought quick, sure relief to dry, parched, cracked lips.

Buy 'Chap Stick' now in its new carry-it-with-you case—so handy for the pocket, a pleasure to use. Personalized too, individually marked for each member of your family. A real investment in lip care for everyone in your home... only 35¢, no U.S. tax

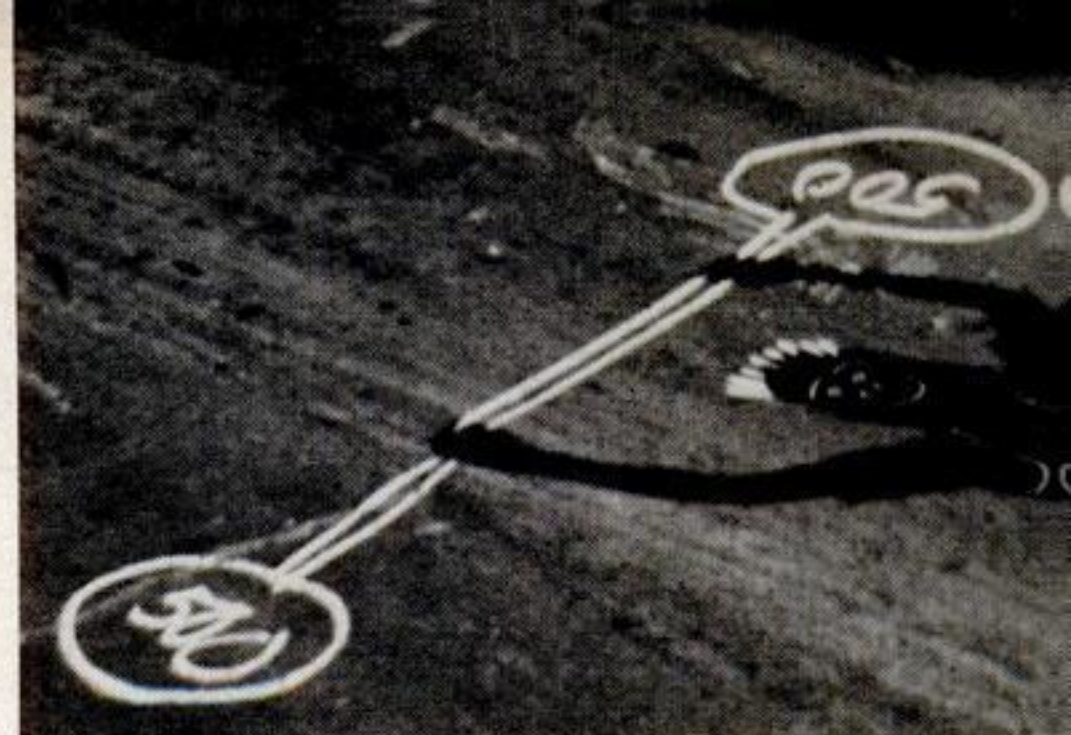


so easy to use—
so handy for the pocket

'Chap Stick' is also available in Canada • Chap Stick Co., Lynchburg, Va.



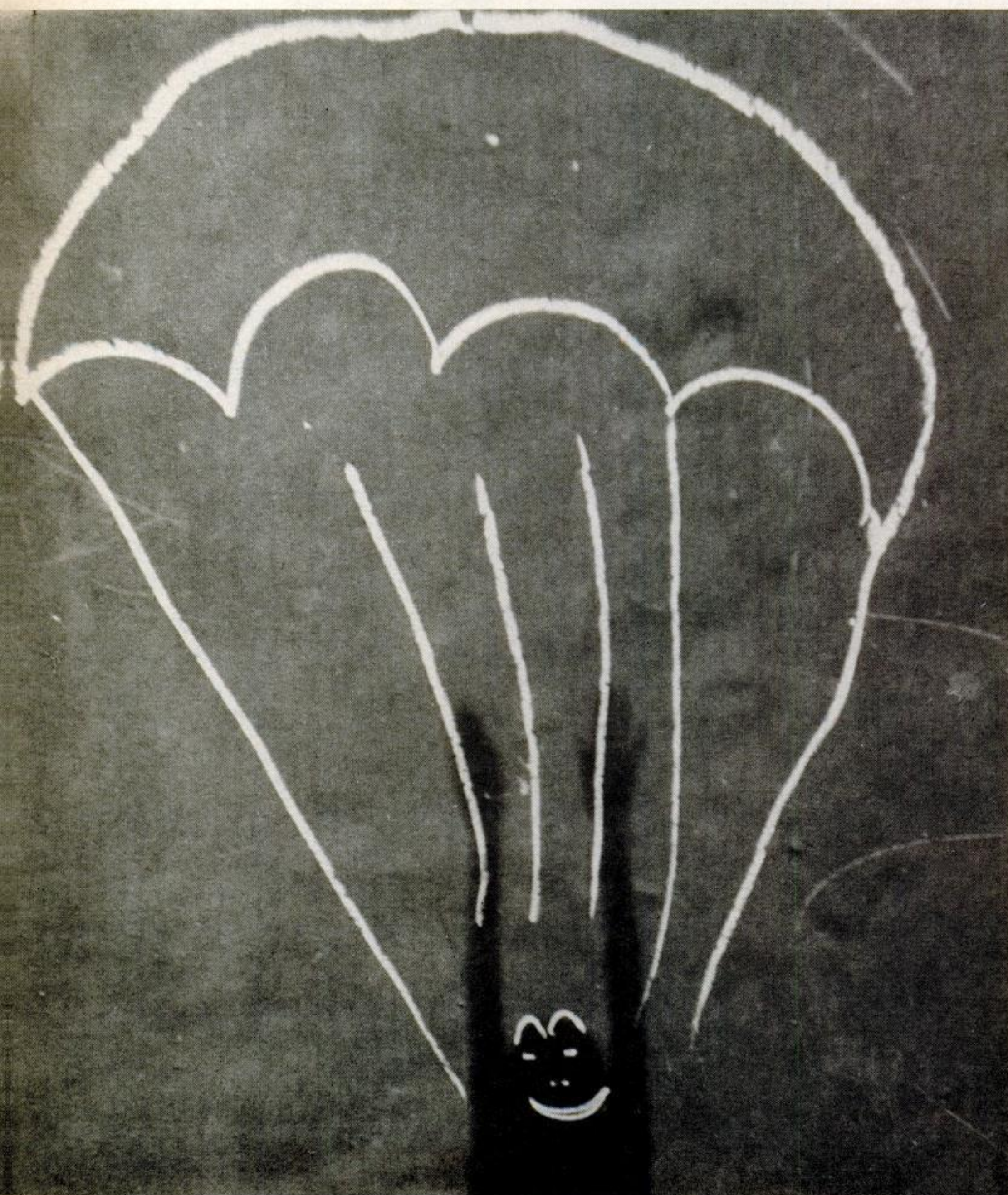
AIRPLANE PILOT



BOY WHO WANTS TO BE A STRONG MAN WHEN HE

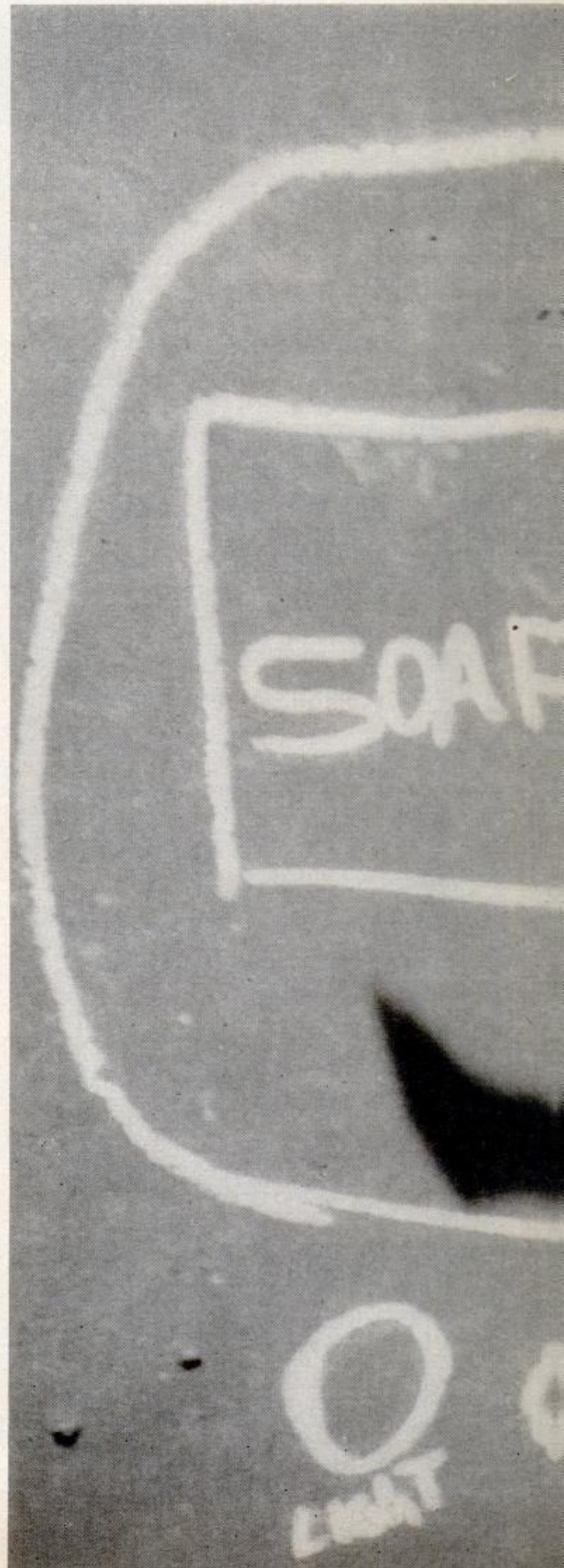
Shadow of

The black and white composites shown here foreshadow adult futures imagined by boys and girls playing a game on New York streets. With chalk the youngsters sketch what they would like to be when they grow up, then step in and fill the figures with their own shadows. Coming upon the game, Photographer Edward



PARATROOPER

TV PITCHMAN →





GROWS UP CASTS BIG SHADOW UNDER BAR BELLS

the future

Wallowitch took pictures of the fantasies in which one boy pilots a plane from his tricycle seat (*left*) and a future TV pitchman smilingly sells soap (*below*). Before Wallowitch had finished, one couple imagined getting married and producing a family (*lower right*) before the dark of evening erased their shadowy future.



DOCTOR



HOBO



PARENTS WITH BABIES



GROWS UP CASTS BIG SHADOW UNDER BAR BELLS

the future

Wallowitch took pictures of the fantasies in which one boy pilots a plane from his tricycle seat (*left*) and a future TV pitchman smilingly sells soap (*below*). Before Wallowitch had finished, one couple imagined getting married and producing a family (*lower right*) before the dark of evening erased their shadowy future.



DOCTOR



HOBO



PARENTS WITH BABIES

Helena Rubinstein



Revolution in Mascara!

New MASCARA-MATIC darkens and curls lashes...without a brush!

WITH her ingenious new MASCARA-MATIC, Helena Rubinstein invents a completely new way to use mascara. It's quick! It's easy! It's automatic!

The slim golden applicator holds Waterproof Mascara . . . and neatly applies just the right amount to make your lashes look twice as long, velvety-dark, naturally thick. At the same time, MASCARA-MATIC separates and curls your lashes. No more artificial look. No "beaded," stuck-together lashes!

You can use Helena Rubinstein's MASCARA-MATIC anywhere, any time. No water. No messy little brush.

No curler. No special skill needed. Just open . . . give your lashes a few quick, upward twirls . . . close . . . and tuck MASCARA-MATIC in your purse.

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Helena Rubinstein, 655 Fifth Ave., New York 22, N. Y.



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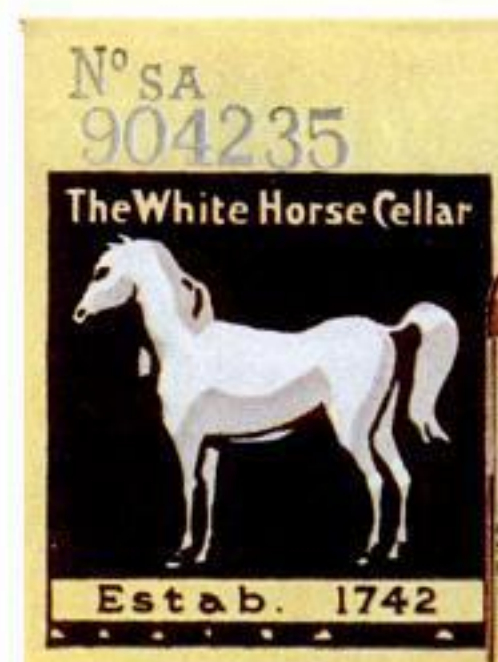


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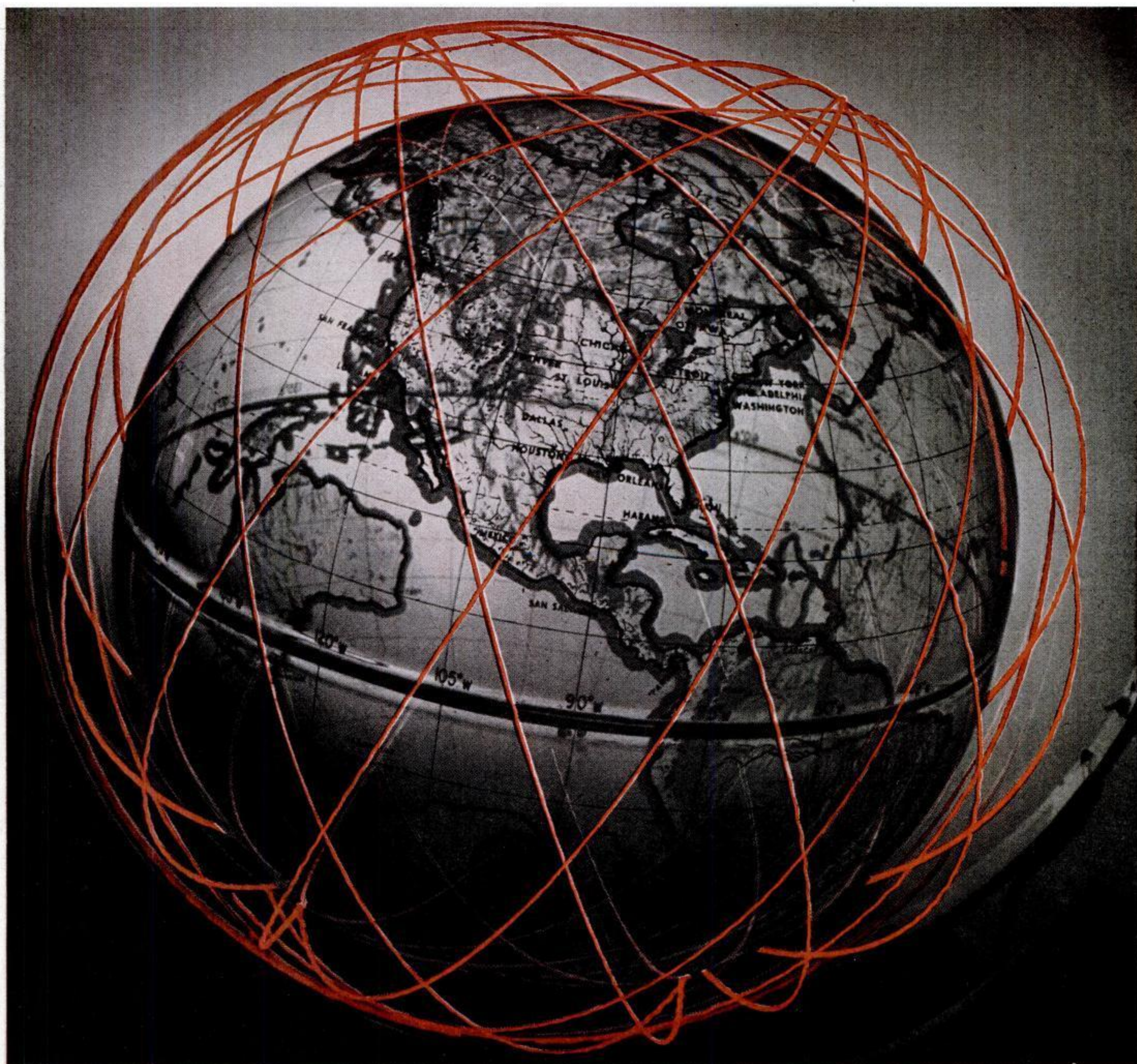


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THE ORBIT WEAVES A WEB AS WHOLE WORLD WATCHES



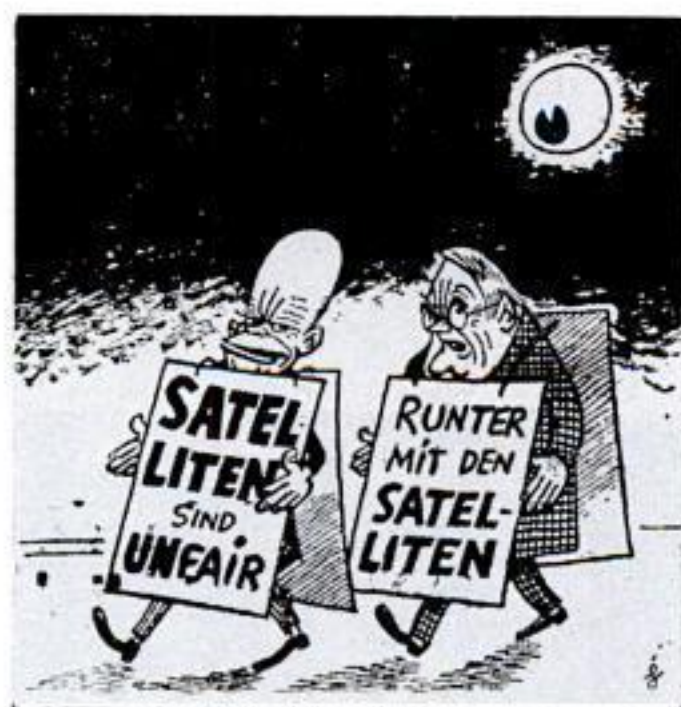
PATTERN OF ORBITS traced by Sputnik in typical 24-hour period is demonstrated by red bulb going around globe built by Robert H. Farquhar. Earth rotates from west to east (left to right, above)

and position of orbits (red lines) shifts west each time satellite goes around earth. At noon, orbit passes just east of Florida, going northwest to southeast. It appears 96 minutes later over western U.S.

After midnight when earth has turned around so U.S. is on reverse side of globe in picture, orbit goes from southwest to northeast, passing through Midwest and, 96 minutes later, through California.



GILES, LONDON DAILY EXPRESS



HEYNE, FRANKFURT ABENDPOST

CARTOON COMMENT came from all over. British (left) view U.S. reaction ("Relax Bud, it's one of ours"). German cartoon has signs on Eisenhower ("Satellites are unfair") and Dulles ("Down with the satellites"). Russian shows world greeting Sputnik warmly. U.S. has Uncle Sam losing his hat to Sputnik.



KOMSOMOLSKAYA PRAVDA



FRANK WILLIAMS, DETROIT FREE PRESS



RAGGED STREAK AMID STARS, IN TIME EXPOSURE TAKEN OVER MONTREAL BY ROBERT W. KELLEY OF "LIFE," SHOWS PATH OF ROCKET SECTION NEAR SPUTNIK

RUSSIA'S SATELLITE, A DAZZLING NEW SIGHT IN THE HEAVENS

THE FEAT THAT SHOOK THE EARTH

A glittering metallic pinpoint of light streaking across the predawn sky last week gave the U.S. its first look at Soviet Russia's great feat, the artificial moon Sputnik. After the satellite's first hundred or so orbital trips around the earth, Americans were settling into uneasy familiarity with the unarguable fact that Russia's moon was passing over them four to six times a day. In fact, there were three satellites girdling the earth—Sputnik, a section of the launching rocket (*above and below*), and its nose cone. The famous "beep beep" from Sputnik's radio (*LIFE*, Oct. 14) turned into a steadier squeal for varying periods. Scientists and lay spotters went sleepless to track the little satellite's travels with all the equipment they had or could throw together.

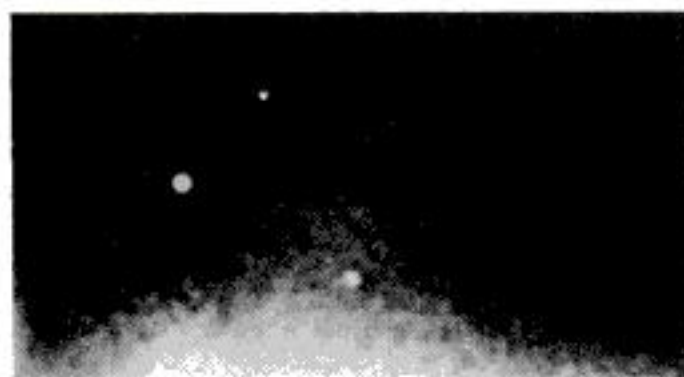
All the tracking fervor and growing familiarity with Sputnik did nothing to soothe Americans' shock at the original announcement of the Soviet breakthrough into space. It was becoming all too apparent Russian scientists are as good as any in the world—or better. American experts bitterly attacked (*pp.* 22, 23) policies that had crippled the U.S. chance to

be first into space as well as in the development of its big military missiles. Although Army, Navy and Air Force specialists were given direct orders to keep their mouths closed in any controversy over satellites and missiles, Sputnik's mind-rattling success made it possible for them to predict the realistic prospects for early space travel (*pp.* 26–30).

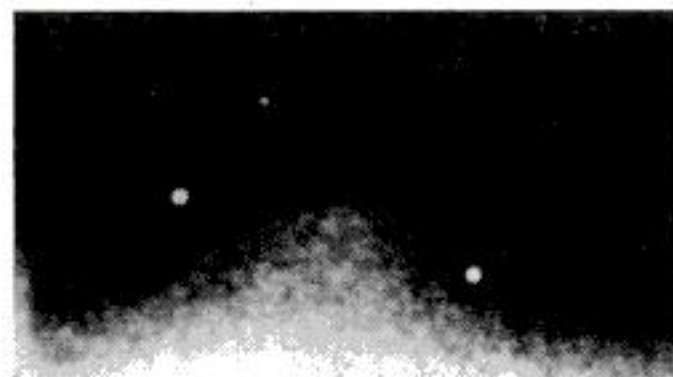
As U.S. electronic computers completed over six billion calculations on Sputnik's orbit, it became apparent that the satellite was in fine shape physically. It was looping steadily around the earth in an ellipse which came within an estimated 170 miles of the earth at its closest and 570 miles at its farthest and is likely to stay in place for a year or two. The larger, more easily seen rocket section had fallen a few miles lower, causing it to zoom 900 miles ahead of Sputnik. It might last 10 weeks or more before spiraling down to destruction. Russia promised shortly to launch a second satellite twice as big as Sputnik. Even without this Americans knew that for a long time they would have ample reminder of Soviet scientific excellence whirling through their previously inviolate sky.



MOVING MOON ROCKET (arrow) is seen progressing from left to right past two stars (*left, center*) in



movie of the orbiting object. Brighter star is Epsilon in handle of Big Dipper. Faint star at top is in



constellation Canes Venatici. Film was made in Baltimore by the Westinghouse Broadcasting Company.



WHY DID U.S. LOSE THE RACE? CRITICS SPEAK UP

Dr. C. C. Furnas, a chemical engineer and expert on guided missiles, served as Assistant Secretary of Defense for Research and Development from December 1955 until February 1957. In that position and as a member of many scientific advisory committees, he has observed the progress of the U.S. satellite program at all levels. Now returned to his post as chancellor of the University of Buffalo, Dr. Furnas last week gave LIFE this exclusive and critical report on why the U.S. satellite has not yet been launched.

Text by DR. C. C. FURNAS

The U.S. should have been and could have been the first nation to launch a satellite. Some officials who now belittle Russia's Sputnik are among those who, in the first place, were not convinced our own satellite program was worth pushing. Had they been so convinced, there is every reason to believe that a U.S. satellite could have been orbiting the earth as early as 1955. Instead, it was not until 1955 that a U.S. satellite program was even



AUTHOR FURNAS

seriously discussed. But with vigor and determination, even at that late date we might still have got our "moon" up there first. We had the brains, we had the know-how, we had the money. Why, then, did we not get the first satellite?

All too frequently it has been the view of our defense establishment that research not directly related to the development of military hardware is entitled to only secondary consideration. It has been regarded as a sort of extracurricular scientific pastime to be indulged in only if money is left over from the "really important" things.

This is a tragically naive and shortsighted outlook. Every scientist knows that a single fruitful concept can render an entire weapons program obsolete and open up a host of new possibilities to explore. Out of the basic experiments on aerodynamic forces by the Wright brothers and Langley came the age of aircraft and missiles. Out of Hans Bethe's abstruse calculations on the nature of the sun's energy came the hydrogen bomb. In the case of the satellite, it was the then Defense Secretary Charles Wilson's contention (and still is, judging from his latest public pronouncements) that while a satellite is "a nice scientific trick" it has no real military value. Therefore, why spend military money on it?

It was not that our Defense Department lacked the money. It lacked only the interest. The Pentagon seemed unable to see the obvious military advantages of a satellite, even though some scientists and officers in the military forces were most vocal in pointing them out more than a decade ago.

In 1954 after plans got under way for the International Geophysical Year, an urgent interest in an American satellite was expressed by the National Academy of Sciences, sponsoring agency for the U.S. IGY program. But the Academy had no money. It turned for help to the National

Science Foundation, the agency created by Congress to encourage basic research. But the foundation's funds were puny compared to the magnitude of the task, and Congress showed no disposition to appropriate more. Despite this lack of support, by the spring of 1955 enough high-level interest had been generated to spur Donald Quarles, then assistant secretary of defense for research and development, to appoint a nine-man, all-civilian scientific advisory committee. I was a member of this committee, which met several times during the spring and summer of 1955.

First we were asked to decide on the feasibility of launching a satellite in time for IGY (mid-1957 to the end of 1958). We were well aware of many thorny problems which had to be solved. Nevertheless we agreed that there was a reasonable hope of doing this if the personnel, facilities and funds were granted on a high-priority basis. Next Mr. Quarles told us there was \$20 million available in the Defense Department's emergency research-and-development fund. Would that be sufficient to do the job? Our answer was a unanimous, resounding no. We all agreed that several times that amount would be required for the project.

Finally we were asked to select one of three service satellite proposals: 1) The Army believed that its giant Redstone missile could be perfected as a launching vehicle within a year and that its scientists could develop the satellite and instruments in time for IGY. 2) The Navy was much farther ahead in instrumentation, but its Viking missile would need a redesigned motor with added thrust in order to lift the satellite high enough and fast enough. 3) The Air Force offered the mighty Atlas missile, but it was cautious about promising any definite delivery date.

The committee toyed with plans for combining the best features of all three proposals—for example, trying to use the Army's farthest advanced missile to launch the Navy's farthest advanced satellite instruments. But putting together parts of the separate systems involved certain difficulties, technical and administrative. I recalled, for example, sitting in on earlier meetings as chairman of the Guided Missiles Committee of the Research and Development Board. We tried to persuade the Navy and Air Force to combine their skills in producing a single 500-mile range, subsonic, surface-to-surface missile. Each service thought a single missile was a fine idea. But if there was to be but one missile the Navy thought it should be the Navy's and the Air Force thought it should be the Air Force's. As a consequence, we have two such missiles—the Air Force's Matador and the Navy's Regulus.

All of us had had similar experiences with the military services. We were familiar with the rivalries and jealousies that would cause delay and frustration. We knew of the unwillingness of one branch of service to contribute personnel, money—or even information, at times—to a project for which some other branch would get the most credit. We all felt that a joint-effort satellite would take a long time to get off the ground, much less reach outer space. We finally decided that breaking the space barrier would be an easier task than breaking the interservice barrier. If the job was to get done in a hurry, it had to go to a single branch of service.

Once this was decided, the assignment was a tossup between the Army and the Navy plans. Four committee members felt it would be wisest to



DR. ATHELSTAN SPILHAUS, technology dean at U. of Minnesota, member U.S. IGY panel, urged start on U.S. satellite in '54, blames lag on "too few scientists in industry management jobs, not enough money for basic research or science teachers."



SEN. GEORGE SMATHERS (D.): "Government ineptness, smugness have produced false sense of security. The President says we aren't competing with Russia on satellites. But we cannot afford to be second best; the stakes are our survival."



SEN. HENRY JACKSON (D.): "Up to '55 the President had not been adequately briefed on probable Soviet superiority in missiles. Our program still has no top missile boss. Russia has dealt a devastating blow to U.S. prestige as world's technical leader."



DR. I. M. LEVITT, director of Fels Planetarium: "The Pentagon chose to ignore the fact that the Air Force Jupiter C was capable of launching a satellite if its last stage had been fired. This was a horrible mistake, for which the U.S. scientists are not to blame."



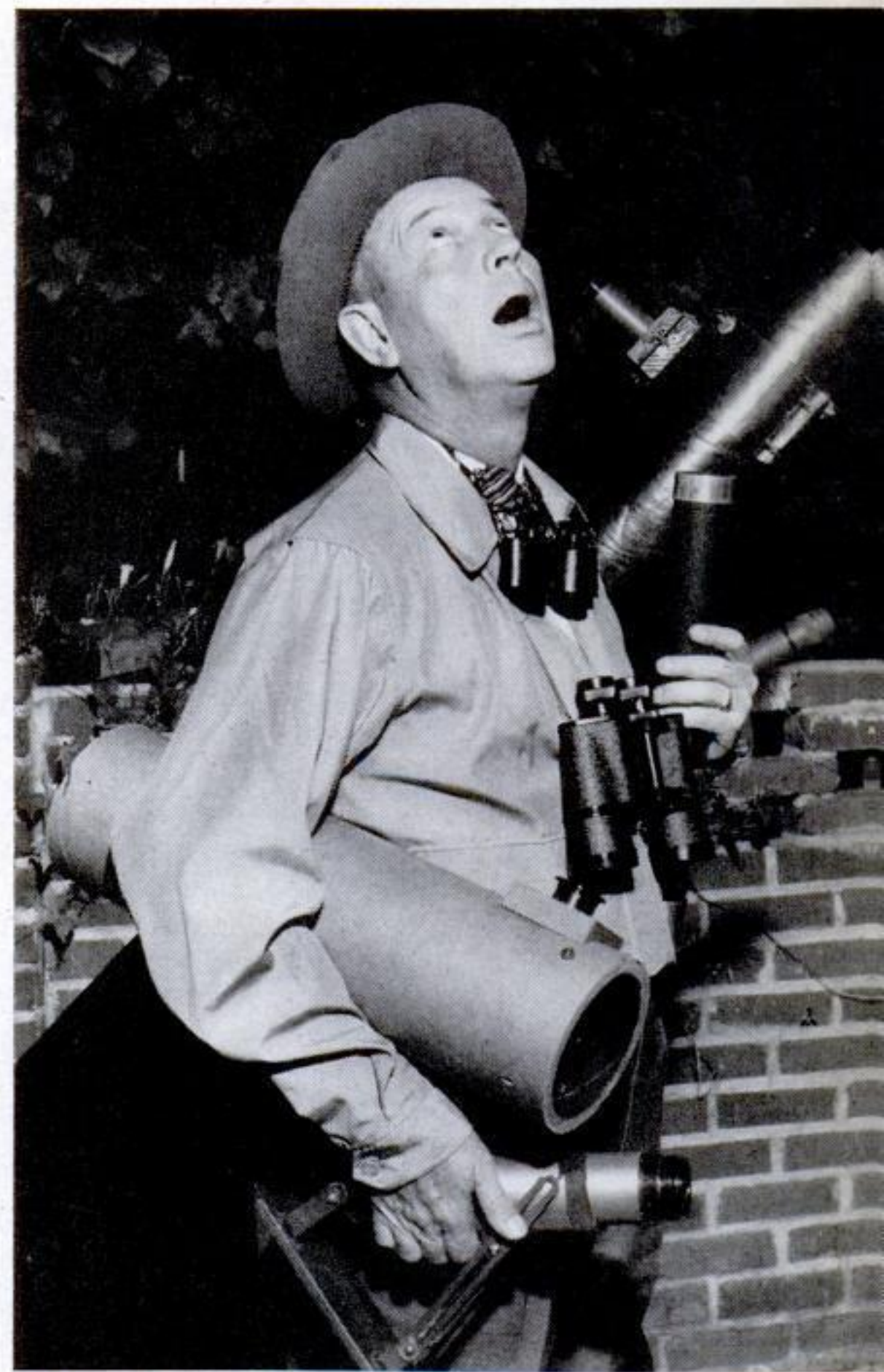
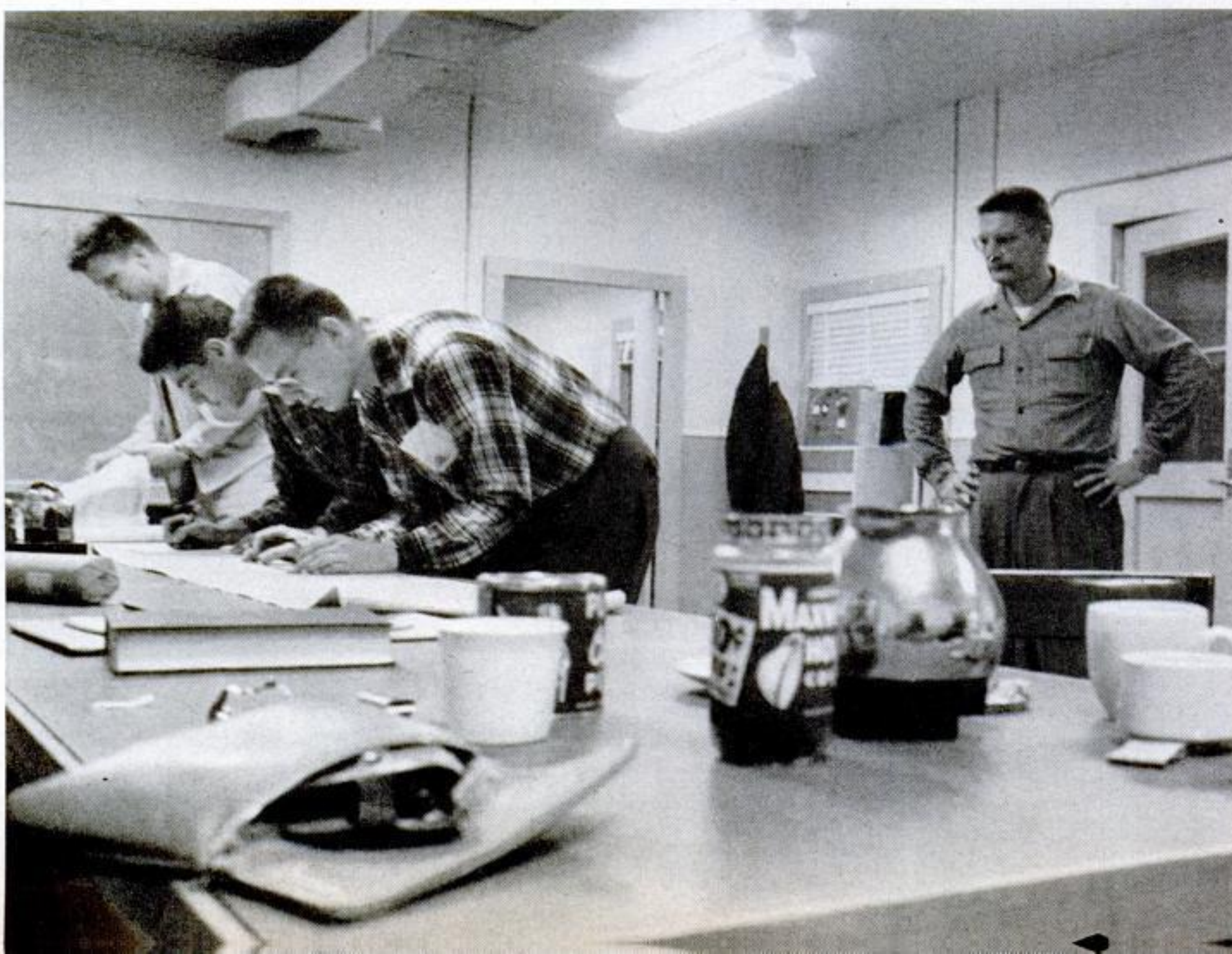
TRACKING SATELLITE in mobile tracking van, scientists from California Institute of Technology

measure its radio signal. Silhouetted at the right is a table set up on boxes to hold the men's supper.

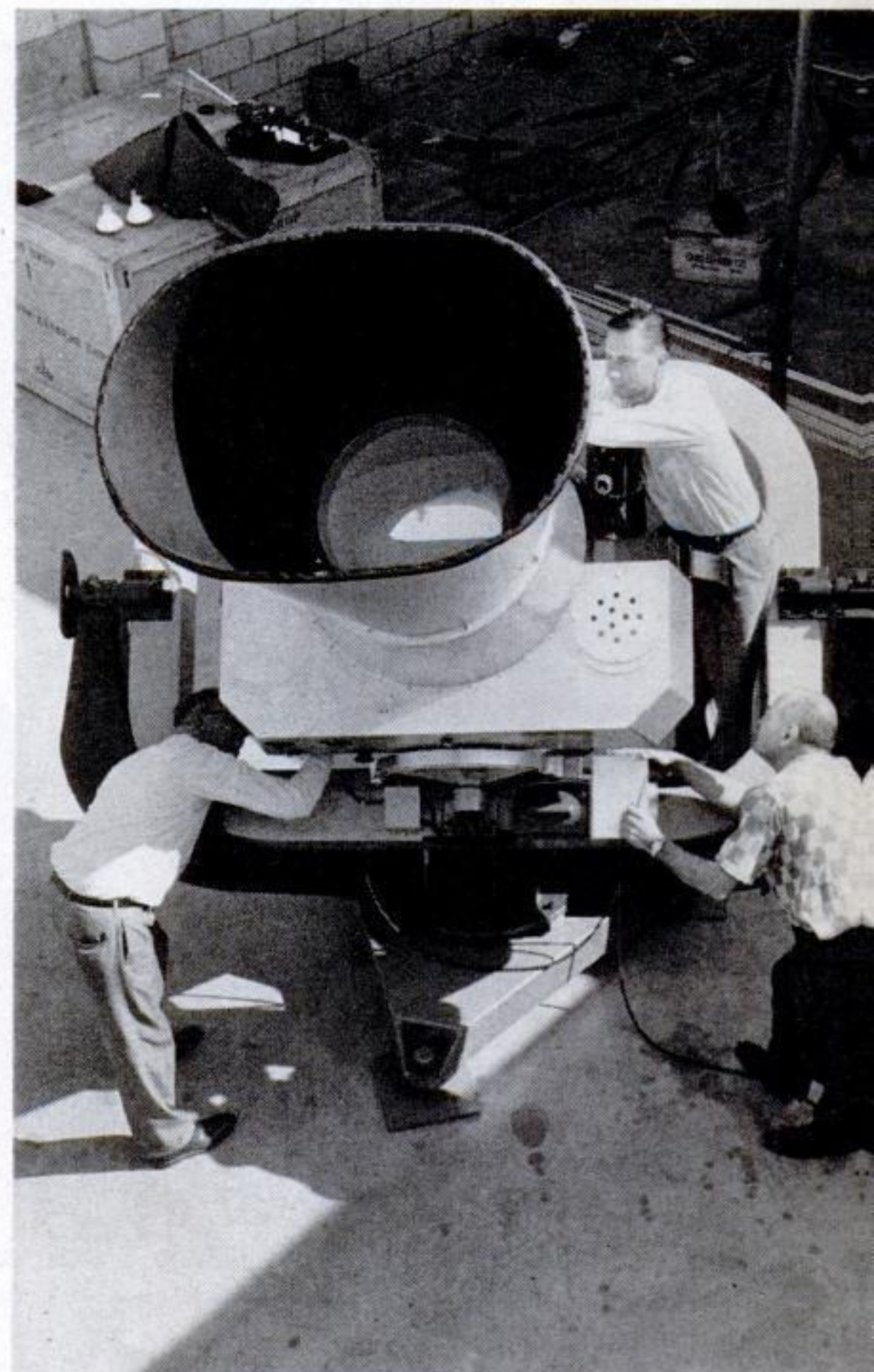


UNDER GUARD at Fort Monmouth, N.J., Army antenna rotates once a second in search for satellite.

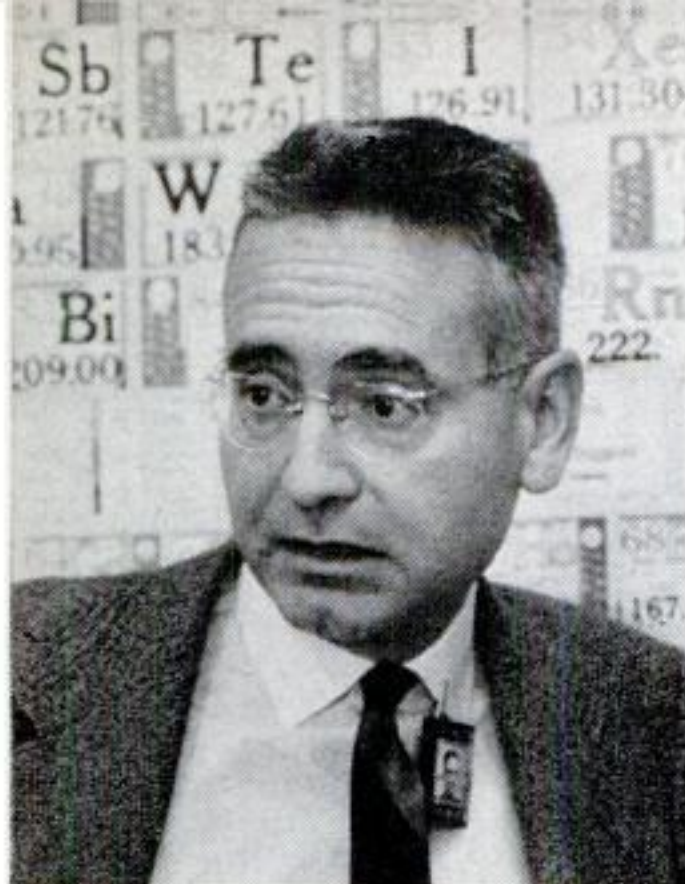
ANALYZING DATA picked up, scientists at Mini-track station near Washington let coffee get cold.



GAPING SKYWARD, Memphis astronomer Armistead Clay totes his load of telescopic equipment.



HUGE CAMERA, one of 12 built to track U.S. Vanguard, is assembled in California to track Sputnik.



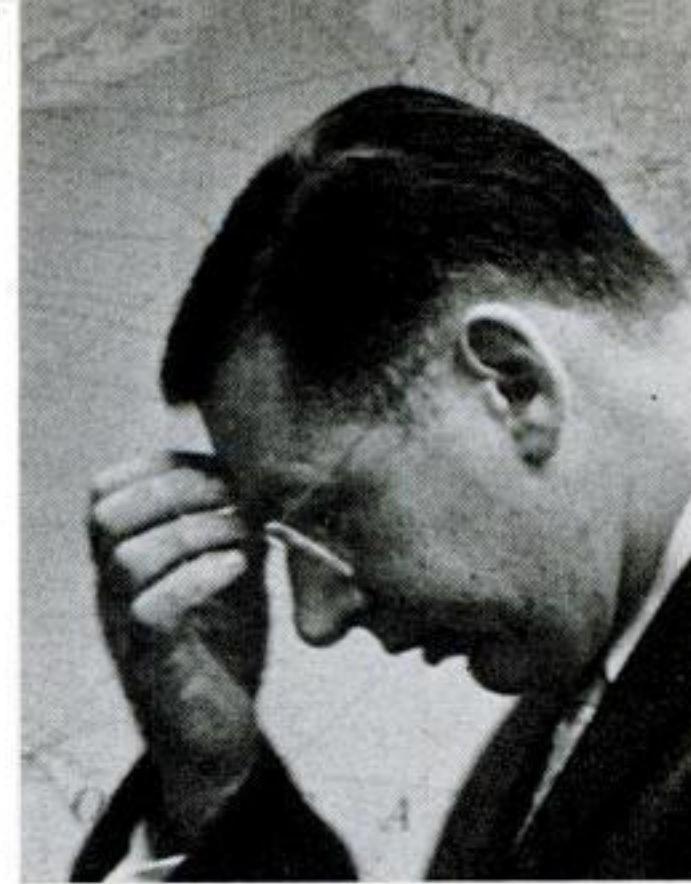
DR. ALVIN WEINBERG, director of Oak Ridge lab: "Interservice competition in making of missiles is for the birds. What if we'd tried competition to make the H-bomb! We need one big central laboratory which merges all research on satellites and missiles."



AUSTIN N. STANTON, president of VARO Mfg. Co. which makes satellite instruments: "Ample funds were improperly applied. Our first satellite program could have beaten Reds, but efforts to get contracts and personal fame stymied American scientists."



RICHARD S. MORSE, head of National Research Corp. and Defense Department adviser: "Wilson was deaf to scientific advice. The Defense Department, and even higher levels, lacked technical understanding, did not make sound, prompt decisions."



TREVOR GARDNER, Air Force assistant secretary from '53 to '56: "We started too late, did not have enough money, faced interservice squabbles. Government separated military and satellite research work. Our military felt nonmilitary satellites a waste."

take advantage of the Navy's lead in satellite instrumentation and trust that the needed power could be built into the Navy missile in time for IGY. But one other member and myself cast dissenting votes. We felt that the Army's advanced rocketry would make possible an earlier satellite launching. The remaining three members said that, since they were not missile experts, they would go along with the majority. Quarles was handed this split recommendation. After a careful study, he assigned the job to the Navy, and it became known as Project Vanguard. Quarles's decision was purely technical. No politics were involved.

From the beginning we were stymied by the chronic monetary constipation of the armed forces wherever expenditures which they consider nonmilitary are concerned. Money was squeezed from odd corners of the various military budgets, and we got all the help which the National Science Foundation could give us. But the funds were dribbled out in such a manner that work was often slowed up for weeks and months at a time.

Then a new blow fell. In the original budget discussions we had understood that whenever we used the facilities of the Army, Navy or Air Force, they would absorb the "housekeeping" expenses. But meanwhile there had been a drastic revision of the military accounting system. As a result, when we used, say, Patrick Air Force Base in Florida for a missile test, we had to pay rent for use of the missile range and also pay the cost of all the personnel and equipment we needed. These enormous, unexpected expenses raised havoc with our already tight budget.

To make matters worse, the program lost the leadership of Quarles, who moved up in August 1955 to become Secretary of the Air Force. For several months there was only an acting assistant secretary for research and development in Quarles's place. Then in December I took over the job. Sitting in his seat, I got an even better insight into the difficulties of reconciling the numerous interservice rivalries. It was during this period, for example, that the well-publicized row occurred over whether the Nike or Talos should be our standard antiaircraft missile. The Army pushed the Nike, but the Air Force insisted on using the Talos to defend its SAC bases. The matter was finally solved, not by dropping one of the missiles but by assigning the Army responsibility for both. (There

was still a third one—a special Navy Talos for shipboard launching.) As Quarles's successor, I also had jurisdiction over the satellite program, but it never did receive the high-priority status it would have needed to get it into its orbit before the Russian Sputnik.

Let us not pretend that Sputnik is anything but a defeat for the U.S. During World War II, when officials were trying to make light of a discouraging setback in the Burma campaign, General Joe Stilwell said impatiently, "I claim we got a hell of a beating." We might as well make the same admission regarding the Russian satellite. We did, however, go back and win in Burma. In order to go back and win the race for scientific supremacy, there are some things we must do.

► We must revise our naive attitude toward basic research. The armed forces must understand that money spent on background research is not money thrown away. And Congress, now that it has created the National Science Foundation, should have the courage to vote it the funds it needs to carry out its many important programs.

► We must give much more aid and encouragement to our educational institutions in turning out more engineers and scientists, especially at the graduate level.

► We must change our public attitude toward science and scientists. At a time when Russia was building a scientific elite, we were treating our patriotic scientists with hostility and suspicion. No one can accurately estimate the amount of damage that was done.

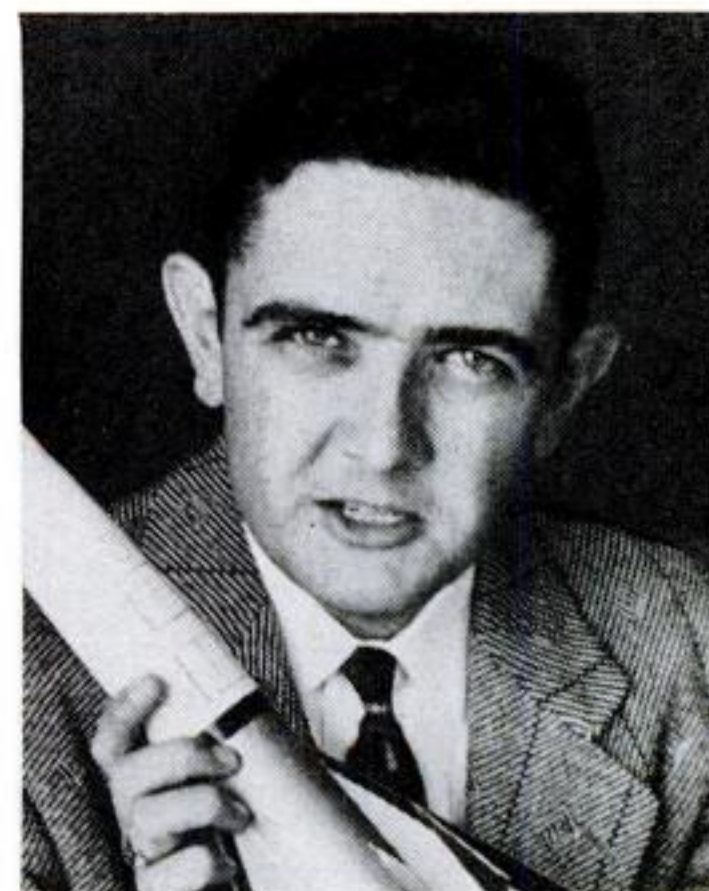
► Finally, we must somehow reorganize the obsolete administrative structure of the armed services. There is no reason why a civilized nation should not be able to use all the money and all the talent and all the facilities of all its branches of military service on those programs which it decides are consistent with the best national interests. In the case of the space satellite we had the money and talent and facilities to do the job—but only in pieces, with the pieces trapped within the high fences surrounding the individual services. Unless we can devise without delay some means of putting the pieces together and keeping them together on a permanently functioning basis, I am afraid that we will soon find ourselves gaping at still further Russian triumphs.



SEN. STUART SYMINGTON (D.) asked for special session of Congress. "Ironclad budgets have harmed our defense, yet Budget Bureau told Congress it had enough money. When the President says Sputnik represents no danger to U.S. he is misinformed."



RAY JENKINS, a defense lawyer in Nickerson trial (LIFE, July 8): "Due to Wilson's pigheadedness, Navy lobbies, and Navy's exaggerated claims, the satellite contract was taken away from the Army, which could have launched satellite six months ago."



HARRY STINE, a rocketeer fired by Martin Co. for speaking out: "Russia listens to men with vision. But we lost five years because no one would heed rocket men. We're a smug, arrogant people who just sat dumb, fat and happy, underestimating Russia."



DR. ELMER HUTCHISSON, director of American Institute of Physics: "In Russia scientists and teachers are esteemed, youngsters taught physics from the fifth grade. Unless we give children more disciplined scientific schooling our way of life is doomed."

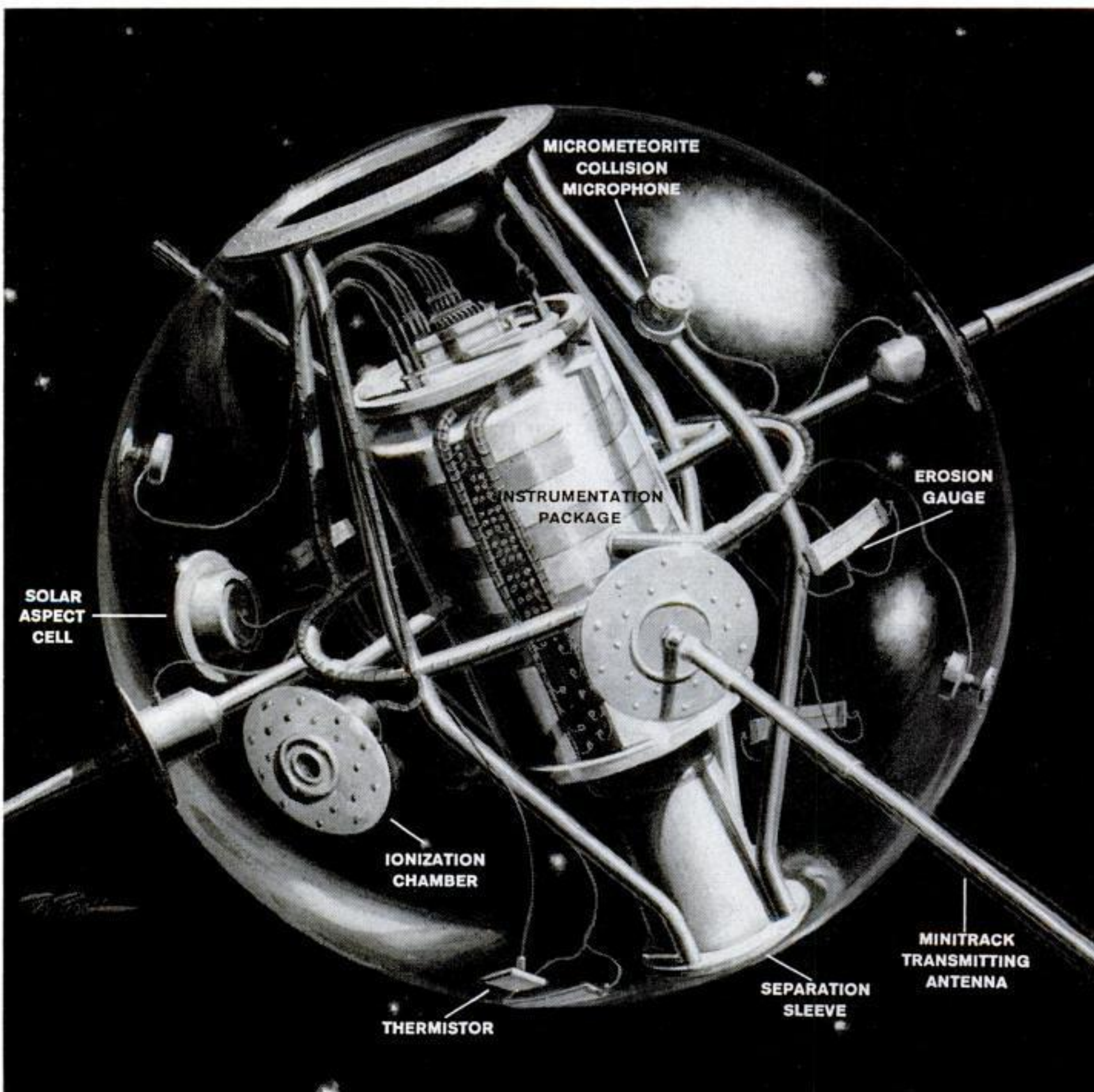
Satellite CONTINUED

WE ARE SERIOUS, BUT WITH SMILES

U.S. reaction to Sputnik, which is Russian for "fellow traveler," took many forms. To calm customers' nerves bartenders concocted Sputnik cocktails with vodka as the base. To cash in, toy manufacturers came out with a variety of items.

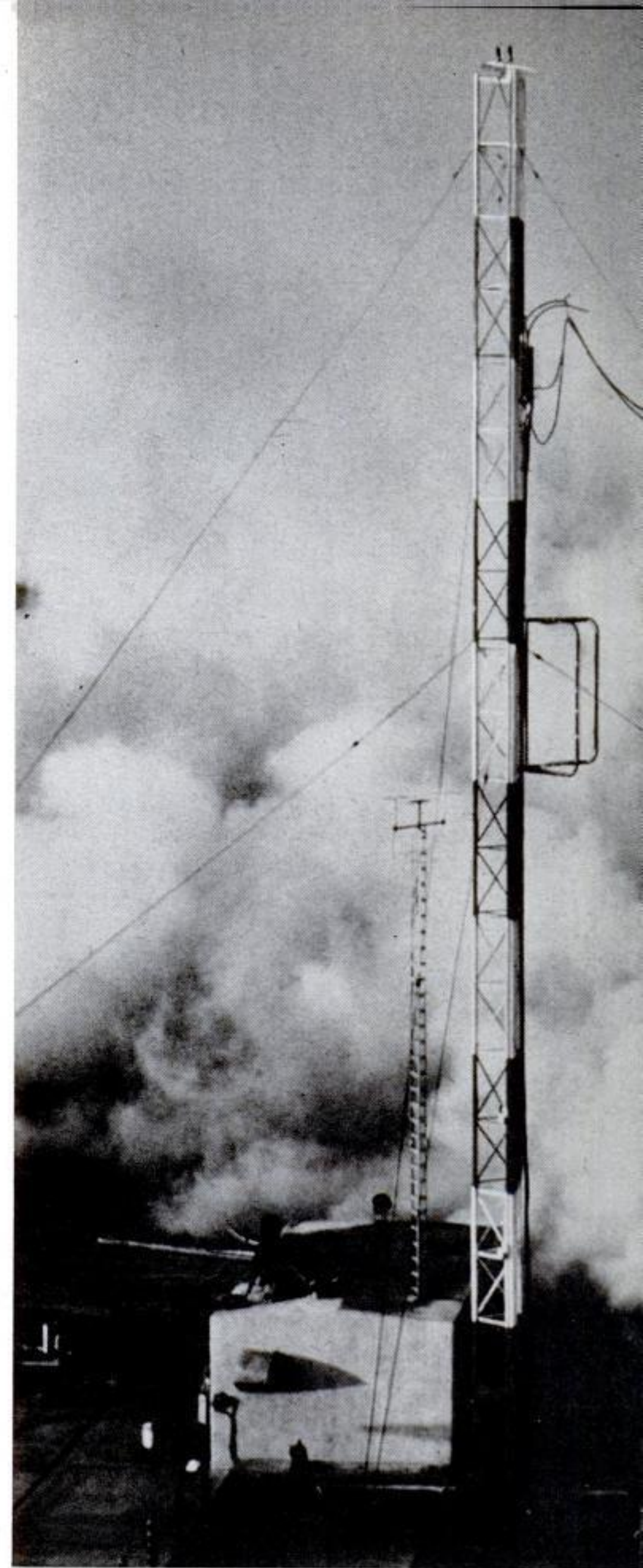
Underneath the levity the U.S. was plainly worried. President Eisenhower said, in reassurance, that the U.S. satellite would be better scientifically than Sputnik. But Sputnik proved that there were great military, as well as scientific, advances in the U.S.S.R. Getting their heavy satellite up meant that Russia had developed a more powerful rocket than any the U.S. has yet fired and substantiated Soviet claims of success with an intercontinental missile. Putting Sputnik into a precise orbit meant Russia had solved important problems of guidance necessary to aim its missiles at U.S. targets. The satellite could also be the forerunner of a system of observation posts which would watch the U.S. unhindered and with deadly accuracy. As one of his first acts on succeeding Charles Wilson, Secretary of Defense Neil McElroy ordered a hard review of the U.S. missile program.

SOVIET SATELLITE, Sputnik, is shown with radio antennas. The Russians have said only that the 23-inch aluminum sphere weighs 184 pounds, is filled with nitrogen to control temperature, storage batteries, radio transmitters and instruments to relay temperature and meteorite contact to earth as coded signals. Cutaway drawings so far received from U.S.S.R. are copies of U.S. concepts, not of Sputnik.

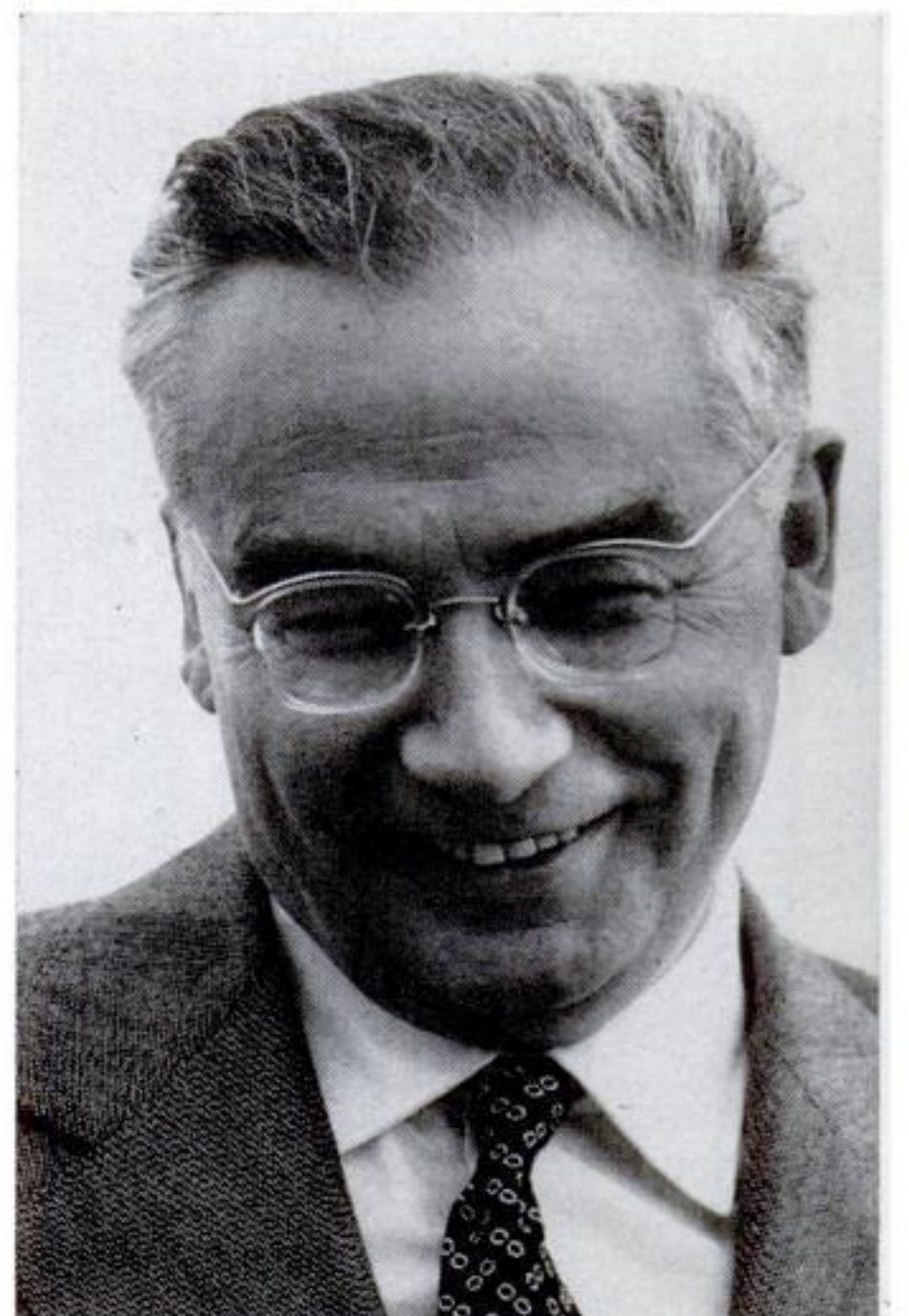


U.S. SATELLITE, Vanguard, is more complex than Soviet model. Solar aspect cell, using energy from the sun, regulates memory unit. Ionization chamber records sun's radiation. Erosion gauge counts particles of meteorite dust which hit satellite. Microphones will count the collisions with full-fledged meteorites. Thermistor determines the outside temperature. Separation sleeve covers the spring which

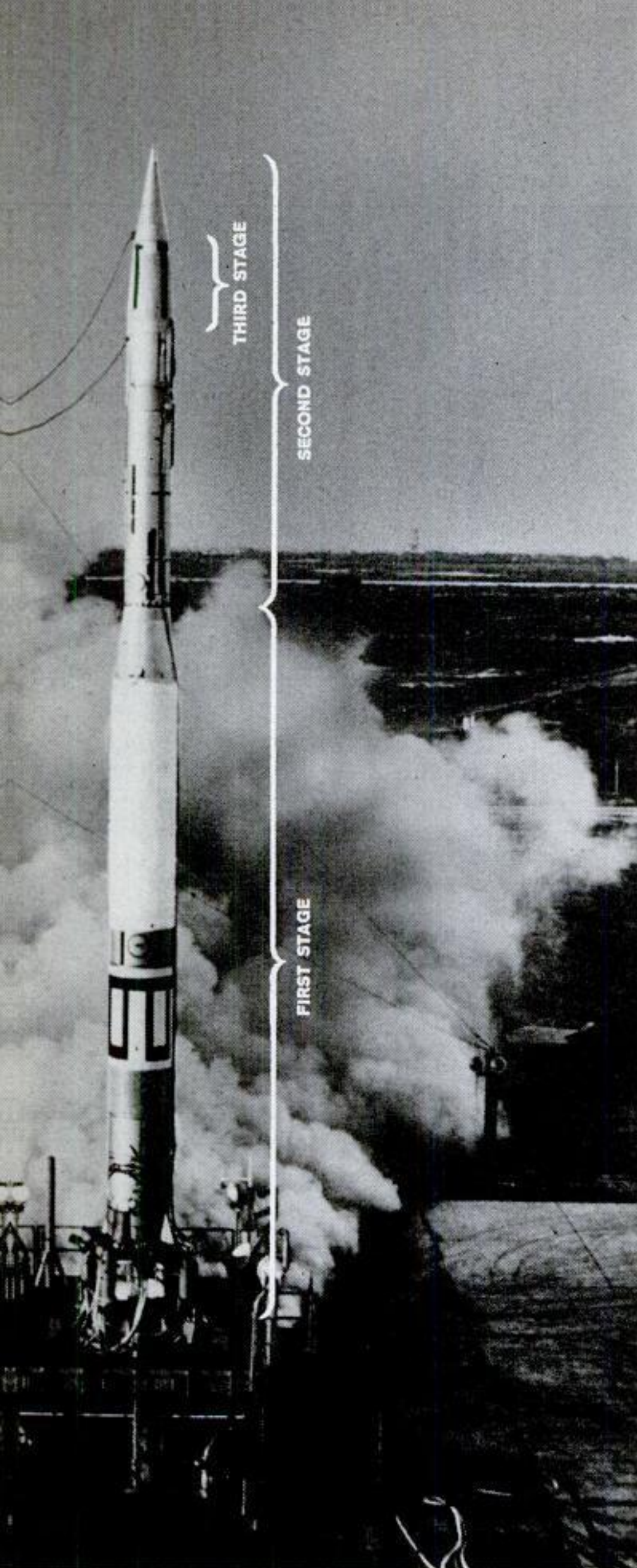
frees satellite from missile. Instrumentation package contains seven layers of instruments which are, from top to bottom, Minitrack radio transmitter, memory unit to store meteorite count, radio coding system to put data into shape for transmitting, memory unit to store cosmic ray data, amplifier for meteorite counter, amplifier for cosmic ray recording device and mercury battery power supply.



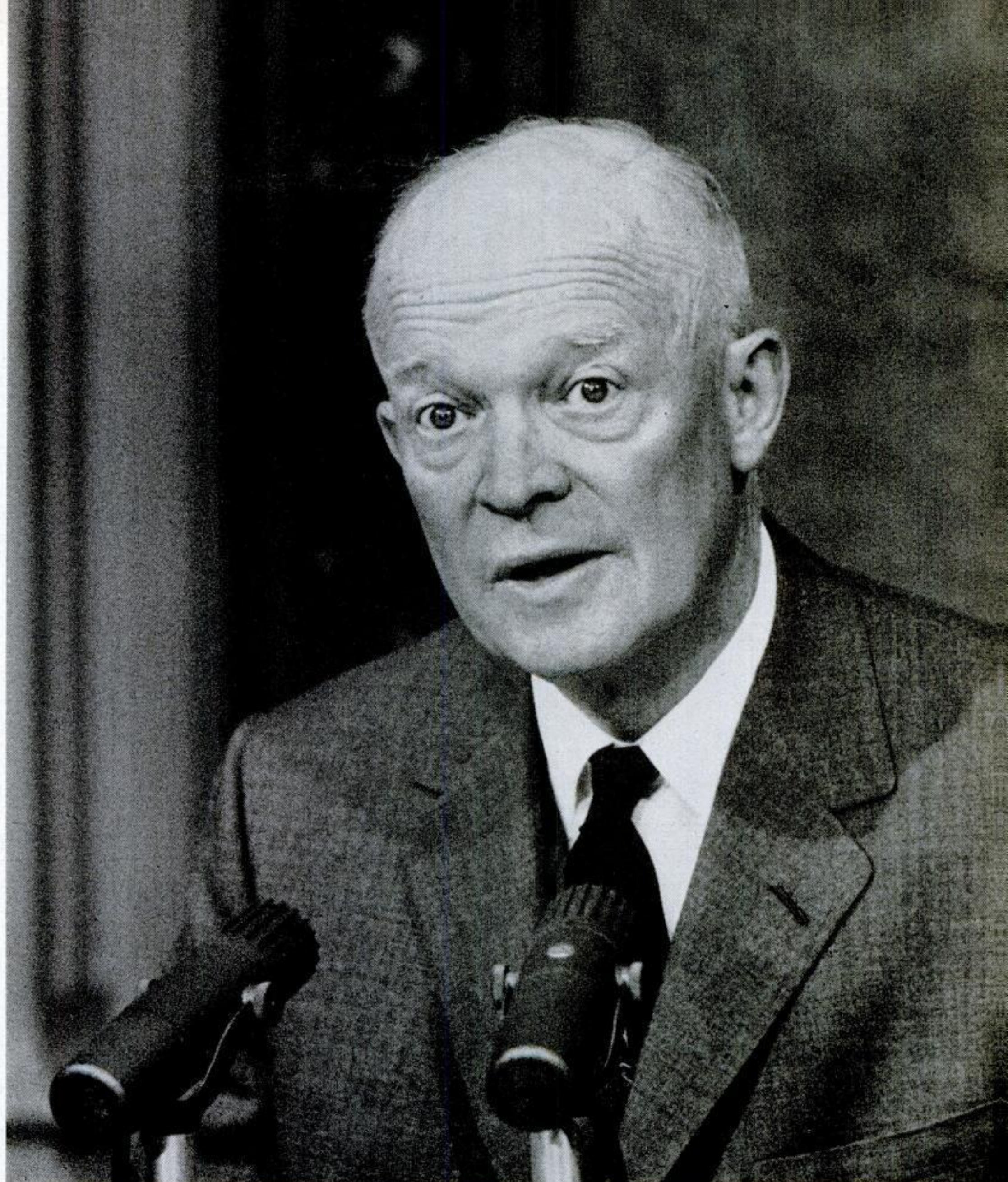
U.S. ENTRY in satellite race, three-stage Vanguard missile which will launch U.S. moon, emits white cloud of liquid oxygen and kerosene fuel as it awaits test at missile base in Florida. First stage rocket



SPUTNIK CREATOR, Leonid Sedov, who sparked Red satellite program, beams at Barcelona meeting.



takes missile to 35 miles. Second stage goes to 130 miles. It and nose cone drop off, third stage pushes satellite into orbit at 300 miles. Wires strung between missile and gantry crane at left fire missile.



INTENT EXPRESSION is displayed by President Eisenhower at press conference as he answers question about the U.S. satellite program. "Well now, let's get this straight," he is saying. "I am not a

scientist." He said the Russians had probably gained a political advantage from their satellite but that, if successful, the satellite the U.S. would put up "will provide much more information than this one can."



TIMELY ENTERTAINMENT for a Chicago sales meeting was a balloon gondola full of pretty models.



SPACE TOYS displayed by costumed employees of Macy's in New York include suits, guns, balloons.



SPACE FASHIONS rushed onto market include skirts, jackets, hats, balloons with satellite motif.

SPACE BEYOND SPUTNIK

By DON SCHANCHE

In today's dawn of the new space era, American scientists and military men are already talking about what comes next. Compared to what the immediate future holds in store, both for the U.S. and Russia, the launching of Sputnik is a relatively primitive triumph. Within the next generation man's conquest of space will include greater achievements, many of which can already be predicted.

For military purposes, one of the most important prospects is the launching of a reconnaissance vehicle which would circle the globe much as Sputnik is doing now, observing every point in the world at least once a day. Such periodic inspection of the earth will soon be possible. By 1960, according to one estimate, the U.S. Air Force may launch a true reconnaissance satellite, which has already been christened Big Brother because it will see everything, as did the fictional Big Brother in George Orwell's book, *1984*. This satellite would carry a telescopic camera whose pictures would be recorded on magnetic tape and then transmitted to earth by microwave radio whenever the satellite passed over its home base. Such a reconnaissance satellite would transmit a picture of the earth's weather—essential information to all military operations, including the launching of intercontinental missiles.

Some scientists see another use for satellites—as missile-launching sites in war. The Army's Dr. Wernher von Braun (*far right*), developer of the German V-2 rocket and an outspoken space scientist, has proposed sending disassembled rocket weapons to a manned space station. There the weapons could be put together and, von Braun says, be guided back to earth with great accuracy. But military men believe that even when a manned space station comes into existence it would cost too much money to ferry the weapons up there and then fire them back down again. Besides, say the military experts, if war should come missiles could be fired just as effectively from the ground.

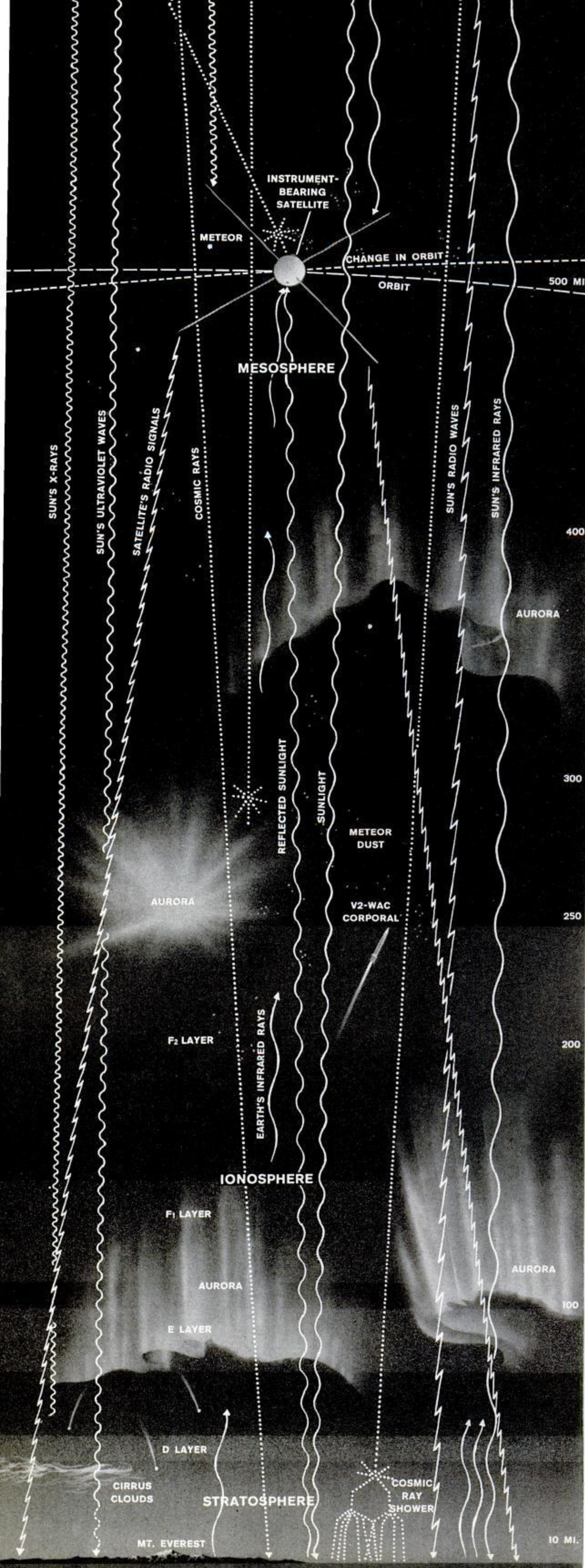
In fact, most officers interviewed this week indicated that their primary interest in satellites focuses, at least for the present, on matters that do not have immediate application to warfare. Instead they see the satellite as the instrument which will answer their questions about conditions in space that affect flight. High altitude flight in conventional planes is already a reality. For the future, research planes like the North American X-15 are being built to carry a man 100 miles above the earth. A missile-like bomber is now being planned to fly even higher. These ventures beyond the earth's atmosphere raise some urgent questions: How heavy is cosmic ray bombardment at these altitudes? How will it affect pilots? What will happen to the skin of an aircraft when it runs into clouds of tiny micrometeorites, the dust of outer space? What about the less numerous but larger meteorites that might conceivably strike a plane with explosive force? How do the earth's magnetic and gravitational fields change, and how will these changes affect electronic guidance systems?

These questions—and thousands of others, all involving basic scientific concepts—are begging for answers. The space research that will provide the answers will follow a predictable pattern, beginning with Sputnik and leading eventually to manned forays beyond the moon.

"Cislunar," which means "on this side of the moon," will soon become as common a word as "atmosphere." For many years to come our research efforts in space will be primarily cislunar, exploring space between earth and moon, which are 239,000 miles distant. The first such effort is

← WHAT SATELLITES CAN REVEAL

The value of satellites in adding to scientific knowledge lies not only in their reaching great heights but also in their ability to stay there. The U.S. V2-Wac Corporal rocket went up 250 miles but came right down. Satellites would go higher and, during protracted stays, could do the following: 1) learn exact shape of earth—if earth were truly round all moon's orbits would be in same position; flattening at poles and bumps on earth's surface alter orbit position. 2) Learn density of mesosphere, atmosphere's top layer; moon's speed varies according to mesosphere's density. 3) With microphones and erosion gauges gather data on small meteors and meteor dust, which could damage space ships. 4) Send radio signals into the ionosphere, atmosphere's electrified middle layer, and discover depth of D, E and F layers from which radio broadcasters bounce their signals for long-range transmission. 5) With photocell study earth's clouds by recording amount of sunlight reflected from earth. 6) With counters count cosmic rays from space, X-rays and radio waves from sun. 7) With analyzer study sun's ultraviolet rays; these play little-understood role in storms. 8) Measure difference between infrared (heat) rays emitted from sun and infrared rays radiated up from the earth; the difference varies with wind currents in the lower atmosphere and thus gives information about the winds. 9) Study auroras. 10) Photograph earth. Satellites would relay information to earth by radio and TV signals.



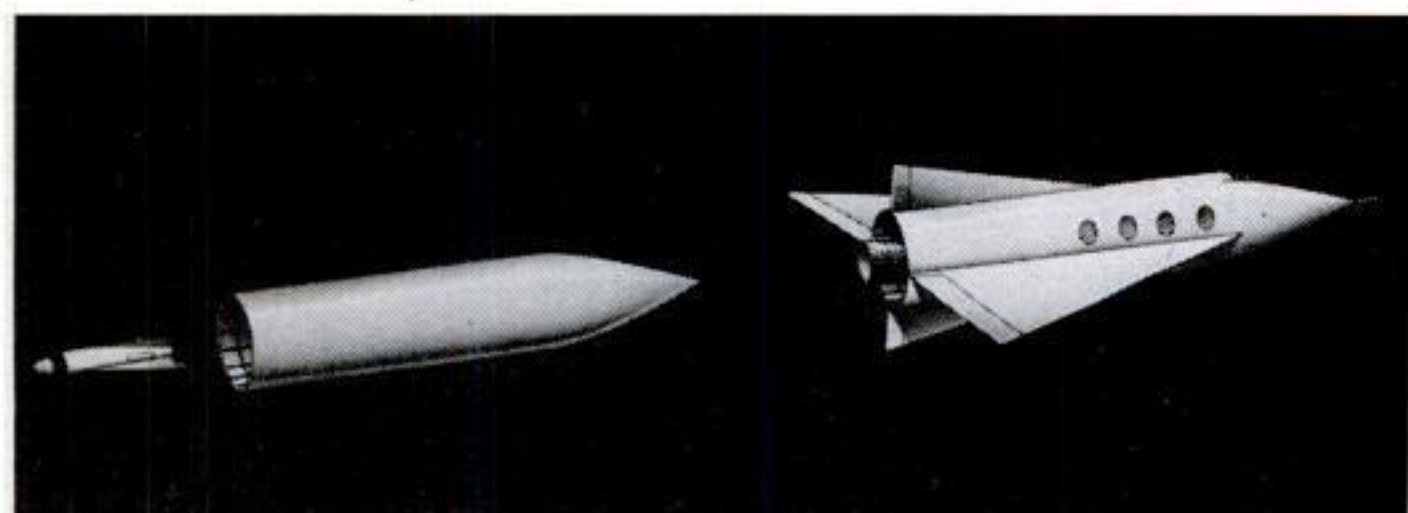
LIES WITHIN OUR GRASP

Sputnik, and even if the Russians never announce the results of their own studies of this device its orbits around the earth will provide the U.S. with valuable information.

Until now geographers have not known the exact shape of the earth nor the exact distances between continents. Consequently, even if the U.S. had an accurate intercontinental ballistic missile, we probably could not hit a distant target with it because we do not have pinpoint information about where the targets are. Sputnik will help solve this problem for the U.S.S.R. and maybe even for the U.S. By observing it simultaneously from two or more points on earth, experts can use elementary geometric triangulation to determine the precise distances between those points.

After Sputnik the next steps into space will be more advanced satellites like Vanguard, whose rocket is shown on pages 24, 25 and whose moon is at bottom left of page 24. Although much lighter than the Russian space vehicle, Vanguard will contain equipment which can gather far more information. After Vanguard satellites will gradually grow heavier and more complex, like those shown on pages 28, 29. They also will begin doing jobs of direct and measurable benefit to mankind.

Some satellites will observe the pattern of weather formation on earth, enabling meteorologists to make weather predictions months, and possibly even years, in advance. Agriculture and all other human efforts which depend on weather will benefit enormously, thus providing the first practical pay-off of space research. Dr. John P. Hagen, director of Project Vanguard, also predicts an orbiting telescopic observatory which would "study the nature of the surfaces of other planets, of the sun and of the stars." Erik Bergaust, editor of *Missiles and Rockets* magazine and one of the best-informed space enthusiasts in the U.S., has written that



SPACE MISSILE SYSTEM is envisioned by Army's von Braun. Manned space satellite (right) would travel in orbit. Unmanned missile carrier (center) would be sent up. By radio, space satellite would fire missile (left), direct it to the target. Enemy could send up satellites in the same orbit to destroy the system.

such a satellite would circle the earth once every three hours at a distance of 2,600 miles.

Next will come a microwave relay satellite which will pick up and re-broadcast radio and television signals. It will require a permanent source of strong power, perhaps provided by improved versions of present-day solar batteries or by a portable nuclear power plant. It will travel in an orbit 22,500 miles from the earth. At that distance a permanently orbiting satellite remains relatively fixed over the earth, rotating at the same relative speed as the globe below it, as if it were anchored by a 22,500-mile cable. Four of these satellites spaced at equal distances around the equator could blanket the earth with radio and television broadcasts from all nations. The commercial implications of such an arrangement are obviously tremendous, and the political implications in the battle for the minds of men are equally great.

Another step in space—one which, according to several Washington sources, could come right now if the U.S. wants to take it—is unmanned flight to the moon. A scientist working on Project Farside, one of several U.S. rocket programs, reports that a refinement of the rocketry already developed could hurl a 3½-pound pay load to the moon, or possibly into an elliptical orbit around both the moon and earth. "The only reason we haven't shot something at the moon," said an Air Force colonel, "is that no one has ever given us a reason for doing it."

Major General Bernard A. Schriever, chief of the U.S. intercontinental ballistic missile program, told a space symposium in San Diego last February that the propulsive unit of the Atlas ICBM is strong enough to drive a pay load of perhaps several thousand pounds beyond the earth's gravitational pull. The speed required for this feat, called escape velocity, is 25,000 mph. Schriever added that the guidance system presently installed



FLYING INTO HIDING where he would not be pressed to criticize U.S. lag, Dr. Wernher von Braun, Army's top missile man, buys insurance at Alabama airport.

in the ICBM is "sufficiently accurate to hit a target much smaller than the size of the moon."

Scientists in both Russia and the U.S. hope someday to put a self-propelled laboratory on the moon's surface. A Soviet proposal made by space expert Y. S. Khlebtsevich envisions a small tracked vehicle like a miniature military tank (Khlebtsevich calls it a "tankette"). It could contain a device for measuring soil samples and also a television camera and spotlight to give man his first close-up view of the lunar landscape. The little vehicle's total weight, according to Khlebtsevich, would be less than a thousand pounds.

"Things like that are not too far off," says the U.S. Navy's Dr. Hagen.

Before tankettes actually crawl about the moon's surface, medical researchers will begin putting biological specimens into artificial satellites—first insects and plant seeds, then live animals. The animals, probably mice and monkeys, will be placed in hermetically sealed capsules containing air and food. In space the animals will be totally weightless and their reactions to this condition, as indicated by heartbeat and respiration, will be radioed to the earth by telemetering equipment and later by television.

Although space medicine is in its infancy, much is already known

CONTINUED



SMALL VANGUARD, 3¼ pounds, which U.S. will try to launch in December sits on table as scientists of Naval Research Laboratory explain it to British officials.



COLONIZING MOON, according to Soviet scheme, is illustrated by a LIFE artist from descriptions announced by the Russians. While robot tankettes explore the surface, personnel will live in hermetically sealed domes built over the craters.

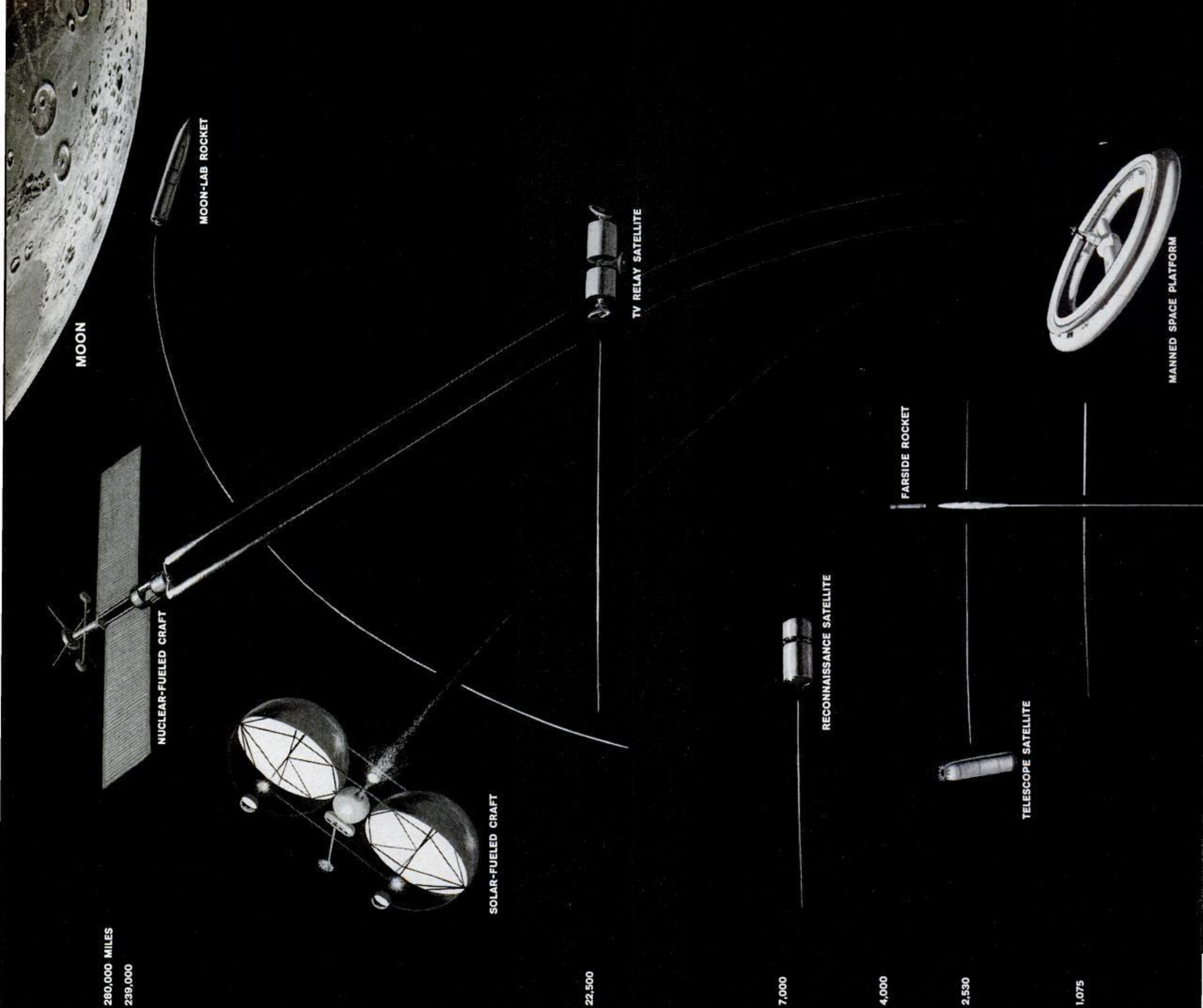
Satellite CONTINUED

about the effects of space on living creatures. Monkeys and mice have been sent to altitudes of 37 miles in Aerobee rockets and recovered alive. As the rockets rose, their bodies briefly withstood forces up to 14 times the pull of gravity. Once in the upper atmosphere, they experienced weightlessness which created utter confusion among the animals unless they had a fixed object to cling to. More recently, high altitude balloon experiments by Air Force Major David Simons, who spent 32 hours in a sealed capsule which rose beyond 99% of the earth's atmosphere (LIFE, Sept. 2), taught science much about how man can take his environment with him into space.

Before man can explore the new frontier in person, some way must be found to return space vehicles to earth undamaged. Present satellites are doomed to catch fire from friction as soon as they plunge back into the dense atmosphere. Scientists expect a solution to this problem soon, perhaps within two or three years. One suggestion, offered by Dr. von Braun, is a winged glider which would be able to return earthward at a relatively slow—and therefore safe—speed.

The first men to fly into space probably will do so in sateloids, winged ships which will look much like present-day rocket research craft. They will be blasted into an orbit which will carry them once or twice around the earth before they glide safely back to the ground. The lessons learned on these flights will prepare pioneer explorers of the region beyond the atmosphere for the more complicated problems involved in setting up a manned space platform.

One scientist questioned in Washington this week believes such an inhabited platform in space will not be possible for another 25 years,



but von Braun and others insist it can be established within six or eight years.

The construction of a space platform may be the first great milestone in man's conquest of interplanetary space, for it will probably be the most economical base from which rocket ships can be launched on translunar, interplanetary flight. The tremendous amount of fuel required to lift a rocket out of the earth's dense atmosphere contrasts sharply with the relatively small amount of sustained power required in the vacuum of outer space. By beginning such interplanetary flights from a space platform, using small rockets and fuel ferried up from the earth, rocket ships could be fired to fog-shrouded Venus, almost 26 million miles away at its closest point to earth, and to Mars, 35 million miles away.

As with the satellites, the first flights probably would be unmanned research efforts, most likely directed at the nearest planet, Venus.

The Air Force is now studying the possibility of developing a lightweight nuclear rocket. With such a rocket, which one optimistic specialist says conceivably may be developed within five to 15 years, interplanetary flight will be within our grasp.

In the view of the men who manage U.S. space research, all of these steps into space are technologically and scientifically feasible. Some of them already are being prepared by serious civilian and military scientists. The steps will be taken by the U.S., by Russia and by other nations of the world—England, Sweden, Switzerland, Germany, Japan—which are seriously engaged in the business of rocketry. It will mean a race, and one which might have dire consequences for the losers.

One tongue-in-cheek researcher, anxious to plunge the U.S. into an all-out effort in the space race, recently proposed a novel lunar project to the Office of Scientific Research.

This waggish scientist suggested that we fire a man on a one-way rocket flight to the moon and send with him only a one-year supply of oxygen and food. The traditionally softhearted American public, he theorized, would instantly call upon all its world-renowned organizational talent, backed by stupendous expenditures of money and effort, to bring the lunar hermit safely home. By the time he was back with his wife and children, U.S. space research would be in a position of leadership from which it could never be dislodged.

VEHICLES HERE AND TO COME →

The present and near-future vehicles of man's exploration of space are shown at the right, with proportion of objects not drawn to scale. At bottom are craft in which man reached highest altitudes so far: balloon in which Major Simons traveled to 19 miles; 2,200-mph X-2 rocket plane in which Captain Apt in 1956 made a 24-mile-high death flight. Manned X-15 should go up 100 miles at 3,500 mph. In Project Farside, a balloon will launch a rocket from 20 miles up, high enough above the lower atmosphere to escape dense air that makes enormous rocket power necessary. Its rocket should travel up 4,000 miles at 17,000 mph. Vanguard, first U.S. satellite, should travel 260 miles lower than Sputnik, which is shown orbiting with rocket and nose cone. Recoverable satellites—some unmanned and carrying test animals, others carrying crews—would have glider designs for safe return to earth. Manned space platform, its parts rocketed up and assembled aloft, would have bumper against meteors. Telescope satellite would be light-sensitive to keep lens turned to moon, stars. From its height, camera in reconnaissance satellite could photograph earth right through clouds. Television relay satellite would act as relay station for long-range TV from earth. Some vehicles going beyond the moon would be solar-powered, having enormous bowls to focus sun's rays on boilers. Others would be nuclear-powered, with winglike vents to let off excess heat. Moon-lab rocket would carry instruments to earth's real moon.

560

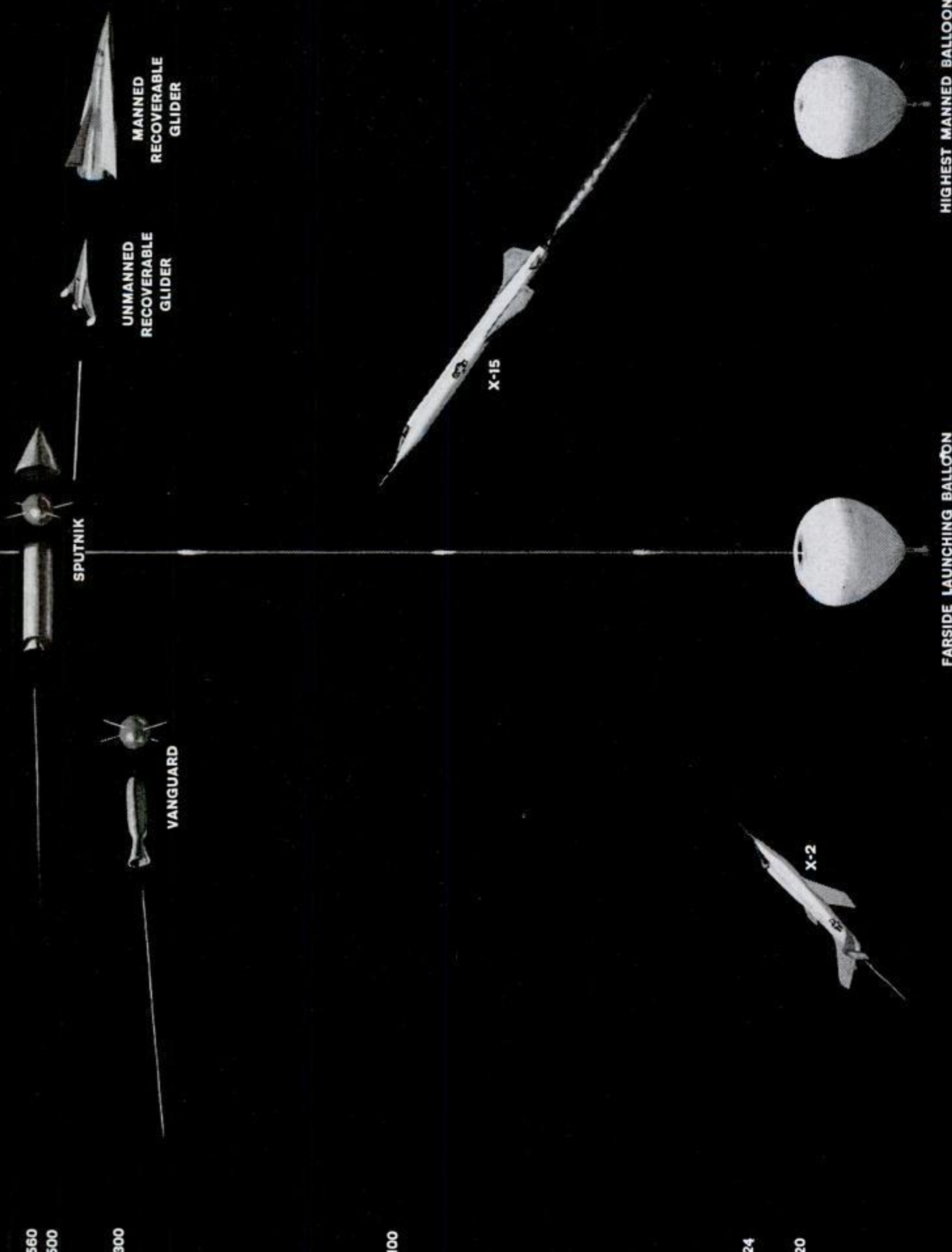
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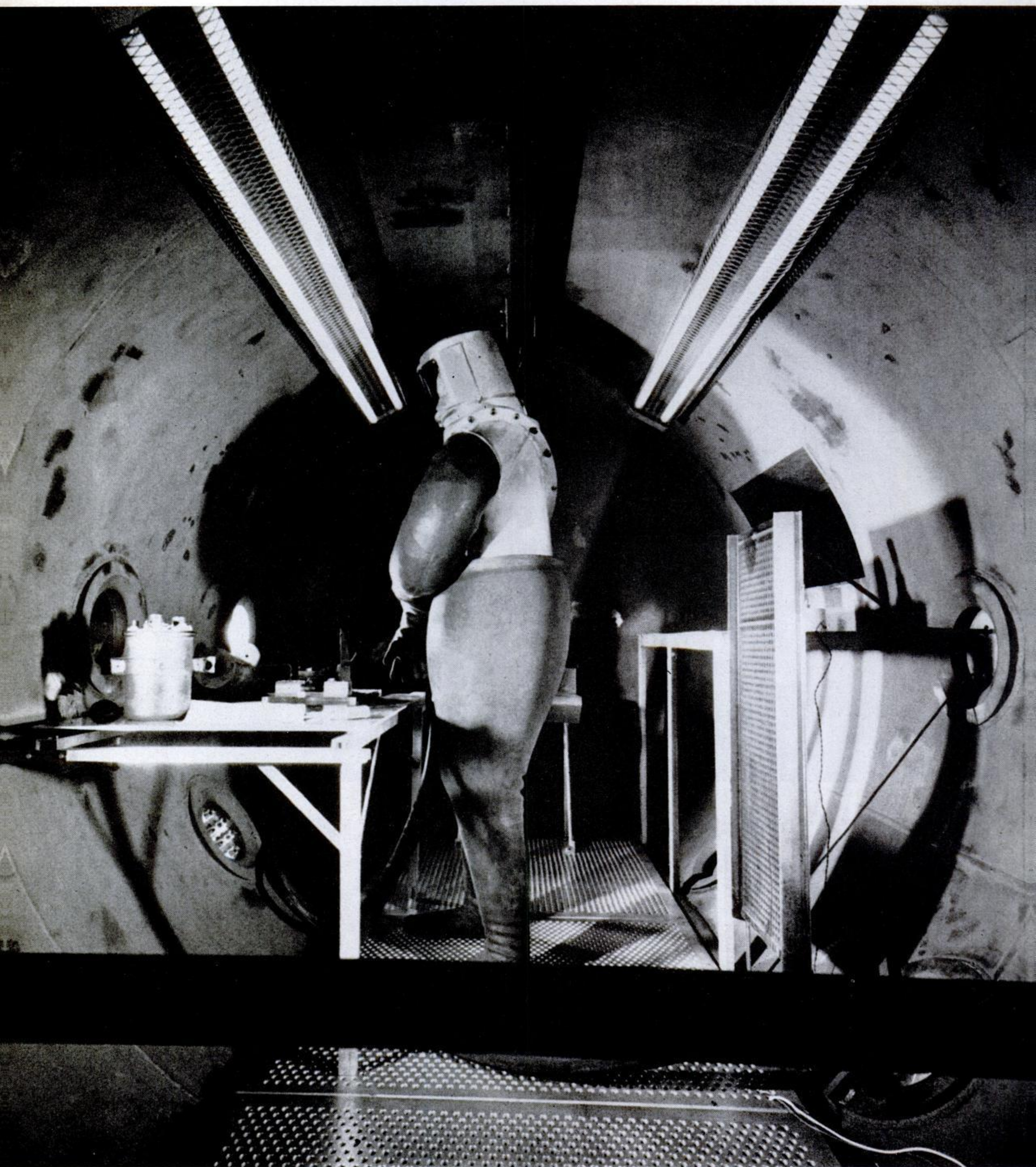
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24

20



EARTH



IN "MOON ROOM" Dr. Sig Hansen wears a 50-pound aluminum and steel "space" suit during a record-breaking test. Room, built by Air Force and Litton Industries of Beverly Hills, Calif., is a sealed chamber from which virtually all air is pumped out to achieve a vacuum like that to be encountered in space. During

test Hansen works with a radio tube which operates even though usual vacuum-containing glass shell has been left off, thus permitting easy experimentation with its internal design. At moment picture was taken, vacuum in chamber equaled that at 95½ miles altitude, the highest vacuum in which a man has yet lived.

THE CAMPBELL Kids

Invite you to their
Birthday
Party!



Look for Happy Birthday Buys at your
grocer's on these quality products from
Campbell's famous kitchens.



SHELL FROM A TO Z — AN ALPHABET



is for Kindergarten

You'd never know it to look at them now, but these are our future scientists, housewives, managers. Their biggest help: bright, understanding teachers. Shell salutes all teachers on the 100th anniversary of the National Education Association. We use our prosperity wisely when we plan for better schools and more teachers for today's youngsters, tomorrow's leaders.

Kale Worm

Like a lot of other vegetable pests, this destroyer of kale and cabbage used to be troublesome, *b. d.* That is, before dieldrin. This potent Shell insecticide knocks him out fast and easy.



Kerosene

Almost a hundred years ago this petroleum product was a necessity for lighting our world. Today, in new jet fuels it shrinks that same world so that entire countries are days closer in travel time. Another hundred years—and who knows how kerosene will be working for us?



OF GOOD THINGS ABOUT PETROLEUM

Key

When you're young, a key is curiosity. When you grow up, curiosity is the key. Curiosity is the big door-opener to tomorrow — the precious quality in man and men to want to challenge today to make tomorrow better. Curiosity is a key trait with oilmen. You see it helping you daily in 1001 useful things from oil.



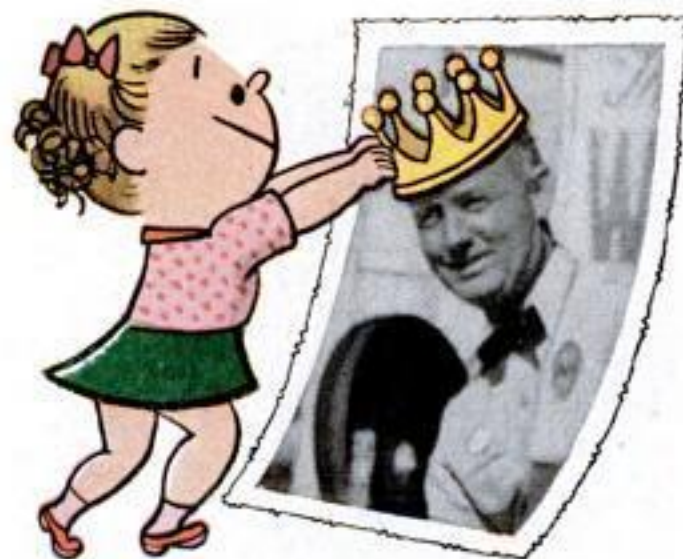
Kick

Plunk! And the crowd roars while 22 young men battle over an oval pigskin filled with air. To a man from Mars, it would be incomprehensible — especially when he found that the "pigskin" isn't. Footballs are made from the skins of several different animals. What tans their hides to make 'em tough? Shell chemicals, of course.



King, B. L.

Next time you're near 1702 Tuolumne St., Vallejo, California, stop in to see Mr. King. He's one of 23,000 Shell dealers and always glad to see you — to beef up your tank with Shell TCP, sweeten your engine with Shell's X-100®, and see your car go away happy. And you will, too. As with all Shell dealers, with Mr. King *you're* King.



Kitchen

Slice goes the knife; spill goes the milk; bang goes the spoon. And Mommy just smiles, for she knows her plastic counter tops and tile walls are kid-proof. (Did *you* know kitchen plastics come from oil?)



Kitty

This hungry feline is important to every large business — but especially so to the oil industry. We mean the kitty we feed when we set aside millions for research, for expansion, for capital expenditures. This kind of kitty-feeding keeps our whole economy purring.



Knockout

When you drill for oil you usually get undesirable water, too. A tough problem. But the oilman punches out a solution with a special tank called a "knockout." It filters out the water, leaves oil the winner and still champion.



KINDERGARTEN is the first step on the road to college for more and more of our talented children. This year college enrollments total 3.2 million—and will double by 1967. Urgent question: who will teach them?

One solution: this year the Shell Companies Foundation, Inc., expanded its Merit Fellowship program to provide 90 full summer-term fellowships for high school science and mathematics teachers. In addition, the Foundation provides 52 graduate fellowships and 20 grants for fundamental research to 43 colleges and universities. These funds, allocated from gifts made by Shell companies to the Foundation, represent one of the largest such programs in industry.

Sign of a better future for you
THE SHELL COMPANIES



BIRDS EYE HARVEST OF TIME-SAVERS FOR THIS WEEKEND



Save time **this weekend** with these delicious **time-saving** Birds Eye foods!

MONEY SAVERS TOO

Here's an invitation to save money on Birds Eye time-savers. Send coupon to Birds Eye Money Savers, P.O. Box 1222,* Kankakee, Ill., for 4 coupons (1 set to a family) each worth 5¢ off on the purchase of one package of any Birds Eye product.

Name _____

Address _____

Grocer's Name _____

Grocer's Address _____

*In Canada: P.O. Box 2170, Toronto. Offer good in U.S., Canada, Hawaii, Puerto Rico, and Alaska. Favorites from General Foods... pioneer of frozen foods

Some freeze food...

BIRDS EYE FREEZES FLAVOR

That's why more people buy Birds Eye than any other frozen food.

Watch your grocer's ads for Birds Eye's better buys—today!

LET IT REMIND US THAT GOALS ARE REACHED BY HARD EFFORT—AND OF OUR GOALS

A young rocketeer named G. Harry Stine, who was fired last week by the Martin Company for too volubly belittling the U.S. missile program, made a sharp remark about Sputnik. "This is really and truly 'the shot heard round the world,'" said he. "I wonder what the dead veterans of Lexington and of Korea are thinking."

The Korean veteran may be reminded of those Russian MiGs of 1950, the deadliest but not the first notice we had had that the Russians are not a technologically backward people. It had taken them only four years to break our A-bomb monopoly. It took them nine months to overtake our H-bomb. Now they are apparently ahead of us on intercontinental ballistic missiles. For years no knowledgeable U.S. scientist has had any reason to doubt that his Russian opposite number is at least his equal. It has been doubted only by people—some of them (*see pp. 22, 23*) in the Pentagon—who confuse scientific progress with freezer and lipstick output. Sputnik should teach them what the Korean veteran learned the hard way.

The dead Korean veteran may be reminded of other hard military realities. One is that the conflict between freedom and Communism is a long, tiresome and seesaw business in which the apparent lead can change many times. Sputnik is not a weapon, but it has immense military meaning. The propulsive thrust that launched it could launch an ICBM. Right now its coded messages are probably telling Russian weapon-eers more about the upper atmosphere in which ICBM must travel and more about target-finding than they knew two weeks ago or than we know yet. But Sputnik's monopoly of outer space will be brief. The U.S. moons that will challenge it are likely to be even more informative—and less secretive, as benefits our strategy of alliances.

Korea was a military standoff. The balance of caution that kept that war local and nonatomic has since been frozen into a "balance of terror." The insect analogy first tested in Korea is still the key to such peace as we enjoy: two scorpions in a bottle will claw but not sting each other. Our retaliatory sting is as mortal and deterrent as ever, even when carried in the SAC bombers Khrushchev has prematurely declared obsolete. Sputnik has not broken the bottle, just clouded and swollen it.

The clawing may also not be over. The more heat we turn on our own ICBM program, the less can we afford to neglect preparedness for limited and peripheral warfare. If SAC is not obsolete, neither are the U.S. Marines—or the guerrilla and platoon tactics so heroically learned by 16 nations in Korea. Sputnik surveys a dirty planet.

So much for hard military realities. They are only part of the common sense about Sputnik. In the long run, political realities are more important.

Russia's political prestige has been enormously magnified overnight, but not everywhere and not for long. A Swiss paper credits Sputnik's timeliness with having "virtually saved the 40th anniversary of the October revolution," since the rest of the fare for that event "was so sterile and pitiful that they could hardly expect to spark any enthusiasm even in their own Communist ranks." A Paris paper reminded its readers: "The cost of this satellite is 40 years of deprivations by the Russian people." Said another: "It is easier to make a revolution in the sky than on earth."

Perhaps that is what the dead heroes of Lexington would be thinking. The revolution they began is still a tremendous

though unfinished *human* success. But Sputnik will not feed Khrushchev's subjects or cement the crumbling walls of his inhuman empire and irrational economic system. Indeed the failures of Communism have made its political defeat not only a necessary but an increasingly visible goal of U.S. policy.

Instead of changing this goal, Sputnik should remind us of what we ourselves have proved many times from Lexington to the Manhattan Project: that any great human accomplishment demands a consecration of will and a concentration of effort. This is as true of the liberation of men and nations as it is of the conquest of space.

It may seem impious to summon the ghost of the "embattled farmers" of Lexington, with their quaint optimism and simple certitudes, into our complex "age of technological imperialism," as Columbia's dean of engineering calls it. What has the assertion about human liberty heard round the world of 1775 to do with Sputnik?

"Technological imperialism," which draws or forces all human knowledge into the service of the state, is a frightening reality as man's knowledge and power increase. So is the "cultural lag" that abets this imperialism. In the next 20 years our environment may be altered more radically than in the last 200. Yet most living men are still poorer, more ignorant and more alien to scientific ways of thinking in our time than those embattled farmers in theirs. Faced with subtler and more plausible tyrannies than George III ever knew, we inherit from them a revolution that has scarcely begun. And our weapons against this new "technological imperialism" are still the weapons of Lexington: courage and reason.

U.S. foreign policy has developed in a straight line from the assertion of human freedom made at Lexington. It has been generally faithful to that assertion as a universal cause. It has been generally ready to combat and limit freedom's perennial foe, which is any form of uncontrolled power. Early in our brief atomic monopoly we began seeking international methods to control the weapons that could interrupt human history. The key feature of all our plans for controlling these weapons is an inspection system that would invite the confidence, if not guarantee the security, of reasonable men. This quest has been repeatedly rebuffed by the Iron Curtain, whose menacing mysteries inspection would undermine. Last week Henry Cabot Lodge presented still another version of this plan to the U.N., proposing immediate discussions for keeping deadly weapons out of the ionosphere, so that this vast new realm will be used for the "exclusively peaceful and scientific purposes" of the human race.

Commander George Hoover, U.S.N., a veteran of Project Vanguard, remarked last week of Sputnik: "I think this is the first step toward the unification of the peoples of the world, whether they know it or not." These words may or may not be good prophecy, for obviously the common cause is yet to be found. But they surely suggest the right vision of policy for any nation which identifies its own cause, as the U.S. identifies its liberty, with the cause of all mankind.

The U.S. cannot lag in weapons against Communism; indeed we must recover our lead to strengthen our hand in seeking a reasonable agreement with Russia that free nations can accept. But while doing so we must gain strength also from our older, grander mission, the one Communism can never share. That mission is to make this world more habitable even while we explore others; and to keep the light of freedom and reason accessible to all our fellow men.



PLEA FOR LAW AND ORDER was drafted by committee of civic leaders (above). Utilities executive William Shepherd holds an ad committee ran after some feared resolution might be taken as favoring integration. The ad (below) makes clear group was neither for nor against integration, but against violence.



SPEAKING OUT during a study-group discussion of school problem held at Pulaski Heights Christian Church, Mary Lou Glenn says, "Why can't each person take a stand when discussing the issue? People who are not in favor of violence are slow to be counted. They aren't dramatic. They don't make the news."

This RESOLUTION speaks for itself . . .

It is a simple statement of objectives and principles to which we believe any God-fearing citizen of our City can subscribe. ***This statement and our original Resolution herein quoted, are not intended and must not be interpreted as support of, or opposition to, segregation.*** Any attempts to read other meanings into this Resolution we hereby reject. We believe that our citizens are anxious to go on record as favoring these objectives as stated in the Resolution. We urge all citizens to adopt this Resolution as a beginning in the restoration of law and order and peaceful process in our city.

THE RESOLUTION

A STATEMENT OF OBJECTIVES AND REDEDICATION TO PRINCIPLES

We believe that the people of the City of Little Rock regardless of their feelings on the subject of segregation:

1. Believe in and are dedicated to government by law and order.
2. Detest and condemn violence.
3. Have faith in the use of democratic legal processes for the settlement of differences.
4. Need a period of continual calm consideration of all the facts and circumstances.

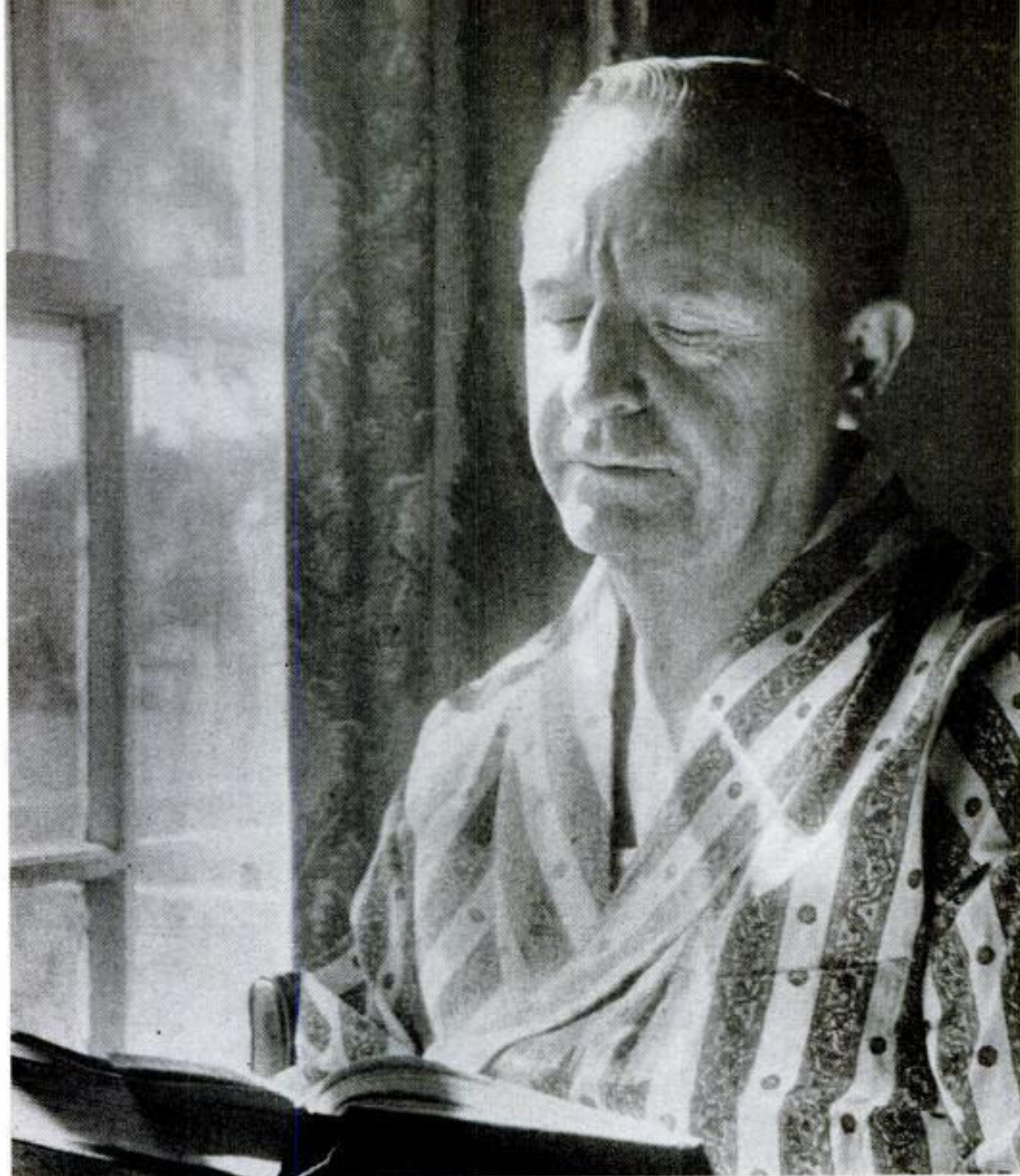
Therefore, we call upon all of the citizens, and organizations of citizens, to resolve that they will:

- a. Uphold those who enforce laws without reservation.
- b. Condemn violence and threat of violence or the encouragement of violence.
- c. Join unitedly in daily prayers for guidance and counsel for all who lead our people.

VOICES OF CONSCIENCE HEARD IN LITTLE ROCK

For six turbulent weeks in Little Rock—ever since the battle over integration at Central High School began—the animal cries of the mob had drowned out the still but potentially massive voice of a city's conscience. Last week that voice, the voice of Little Rock's vast law-abiding majority, was finally making itself heard. The business leaders shown opposite, distressed by the thuggery of the extremist rabble and aware of a fall-off in trade, agreed on a resolution (*opposite page*). And last Saturday morning, in 84 Little Rock churches like the one below, men and women of all faiths gathered to pray for an end to the violence. Among the some 7,000 who attended the Saturday services there were few who welcomed integration. Most opposed it. But all were now subscribing to compliance with the law of the land, which means integration.

Joining in the prayers was Governor Orval Faubus himself ("I pray without ceasing"), whose actions brought on the Little Rock turmoil and now sustained it. He said baldly that the only solution was to take the nine Negro students out of Central High and, with the troops removed, let emotions "cool down." Since the U.S. government had no intention of seeing federal court orders thus thwarted, the stalemate continued.



IN GOVERNOR'S MANSION Faubus reads an inspirational passage during Little Rock's hour of prayer. He had flu and his doctor advised him not to go out.



CAPACITY CONGREGATION fills the Westover Hills Presbyterian Church for the special service. Church elders had been the first lay group to place newspaper

ad calling for peaceful compliance. The Rev. Richard Hardie here gives closing prayer: "Guide us out of the darkness and impasse in which we find ourselves."



OUTSIDE THE SAM RAYBURN LIBRARY, THE CROWD OF 6,000 GATHERS FOR DEDICATION CEREMONY. THE ONE-STORY BUILDING STANDS ON FOUR-ACRE PLOT

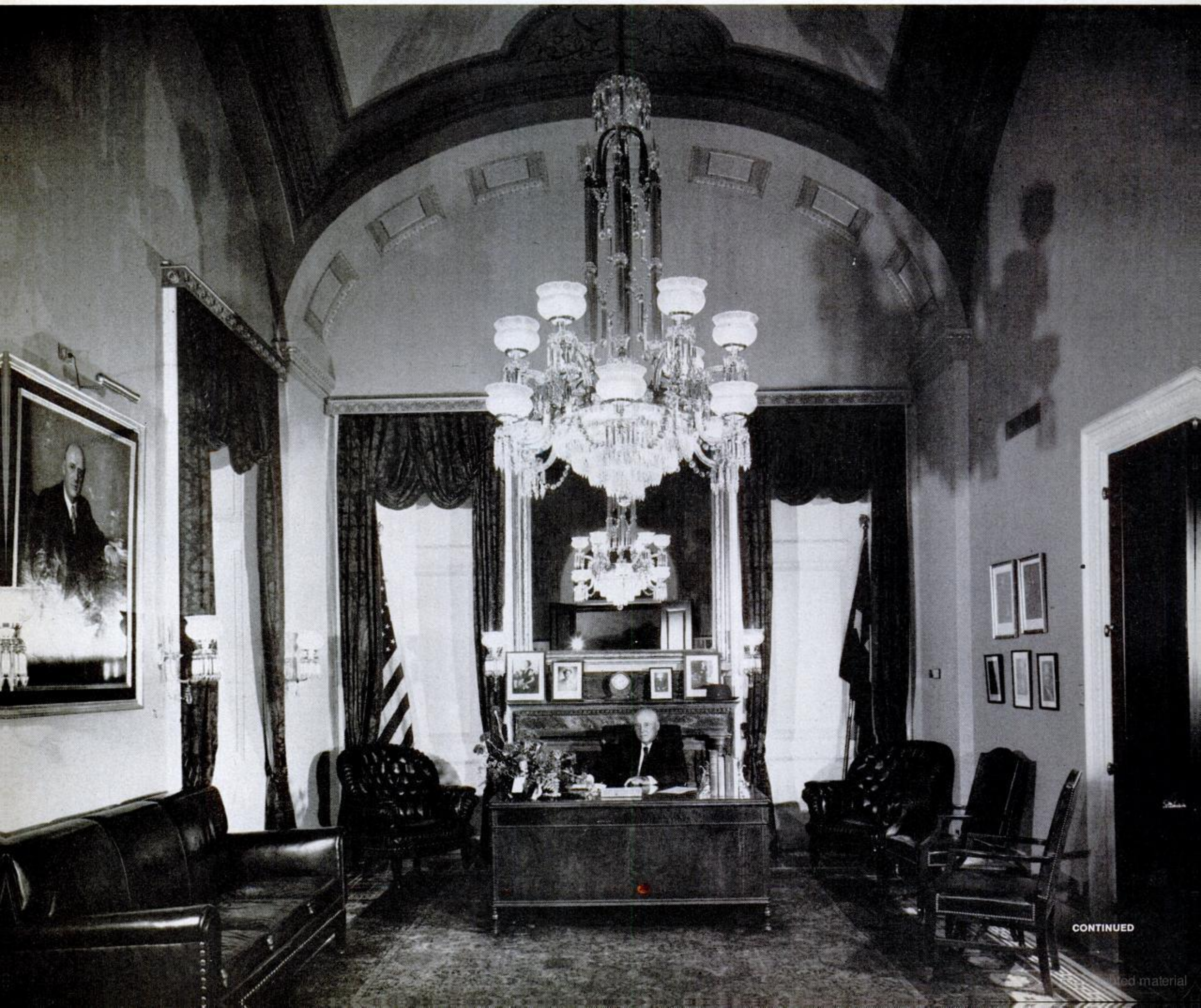
'MR. SAM' DEDICATES HIS OWN MEMORIAL

Through no fault of his own, Sam Rayburn was born in Tennessee, but he moved to Texas just as soon as he could, at the age of 5, and has been the nation's preeminent Texan almost ever since. Last week a passel of Mr. Sam's friends gathered at his Bonham, Texas home town to help him dedicate the Sam Rayburn Library, a \$500,000 marble structure honoring the man who has served in the House of Representatives since 1913 and been Speaker of the House longer (13 years) than anyone else. Among the celebrities on hand were his old friend and fellow Democrat, Harry

Truman, and an impressive gathering of Texas millionaires (*p. 41*).

Mr. Sam started the library fund with \$10,000 of his own. Other gifts ranged from lump sums of \$50,000 to pennies contributed by school-children. To make him feel at home, the library features a replica of the Speaker's office (*below*), complete with original furnishings from Washington. (The Washington office was refurnished.) The library will house records of every Congress since 1774 and the memorabilia of Mr. Sam's long career—a career that he, a hearty 75, shows no sign of ending.

FLANKED BY A PORTRAIT OF HIMSELF, MR. SAM SITS IN LIBRARY'S REPLICA OF HOUSE SPEAKER'S OFFICE. LIBRARY, HE SAYS, "IS MY LAST GREAT DREAM"



CONTINUED



Quality at your feet



STADIUM GRAINS— *all-weather leather shoes with full soft-leather linings*

These new Roblees are rugged on the outside—smooth on the inside. Solid comfort in the roughest weather! That's because the finely pebbled upper leather in each of these shoes has a full lining of glove-soft leather. Stadium Grains are football-tough, take a beautiful shine, and stay soft and pliable on your feet. And like every Roblee, all three classic styles above give you the famous "open-collar" feeling. All patterns available in all colors shown. Roblee Division, Brown Shoe Company, St. Louis.

Shoes Illustrated **14.95** • Denver West **15.95** Other Roblee styles 10.95 to 18.95. Denver West, 11.95 to 19.95

ROBLEE®
THE SHOE WITH THE OPEN-COLLAR FEELING



for those who like it **HOTTER**

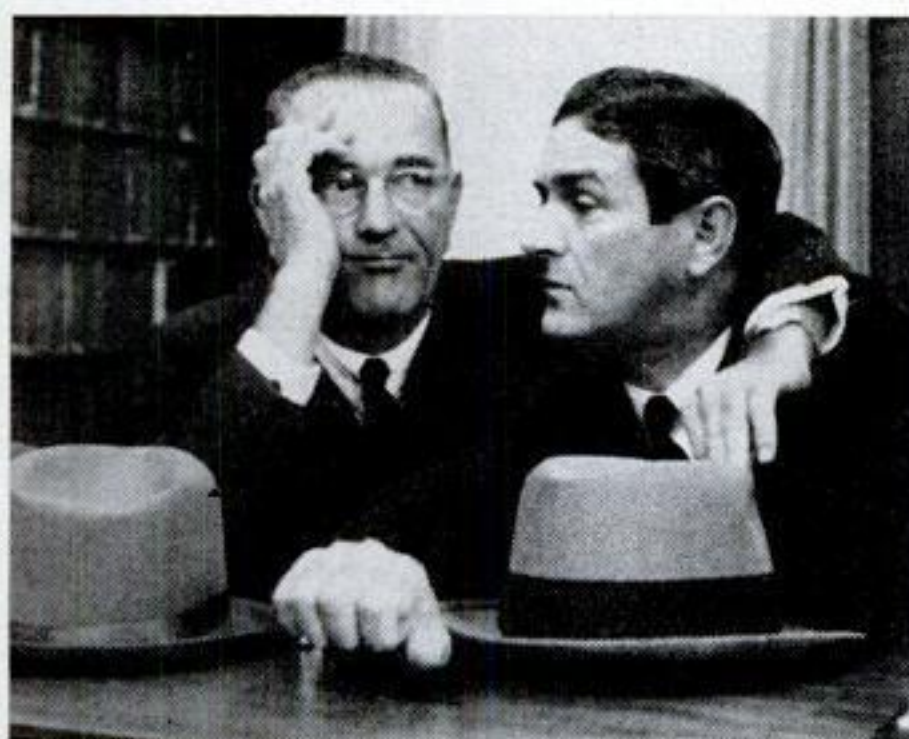
Snider's chili-pepper flavor gives food a bright new lift. It heightens your enjoyment but never bites your tongue. Whatever tastes good with catsup tastes better with Snider's. Won't you try it?

Snider's, the Hotter Catsup



WELL-HEELED WELL-WISHERS converse on the lawn outside Mr. Sam's house. From left are Sid Richardson, richest independent oilman in the U.S.; John Carpenter, president of Southland Life Insurance; William Lynch (*back to*

camera), president of Texas Power and Light; Charles Francis, counsel for Texas Eastern Transmission Company; Congressman Joe Kilgore (*back to camera*); and Herman Brown, president of Brown and Root, worldwide construction firm.



INDOOR CHAT involves Senate Majority Leader Lyndon Johnson, who puts a friendly arm around John Connally, lawyer for Oilman Sid Richardson.



OUTDOOR CHAT reunites Smoot Schmid, former sheriff of Dallas County, with old friend and fellow Texan, Supreme Court Justice Tom Clark (*right*).

MR. SAM BREAKS UP over quip by Harry Truman → as they stand in replica of Speaker's office. In foreground is Rayburn's niece, Sammy Lou Rayburn.



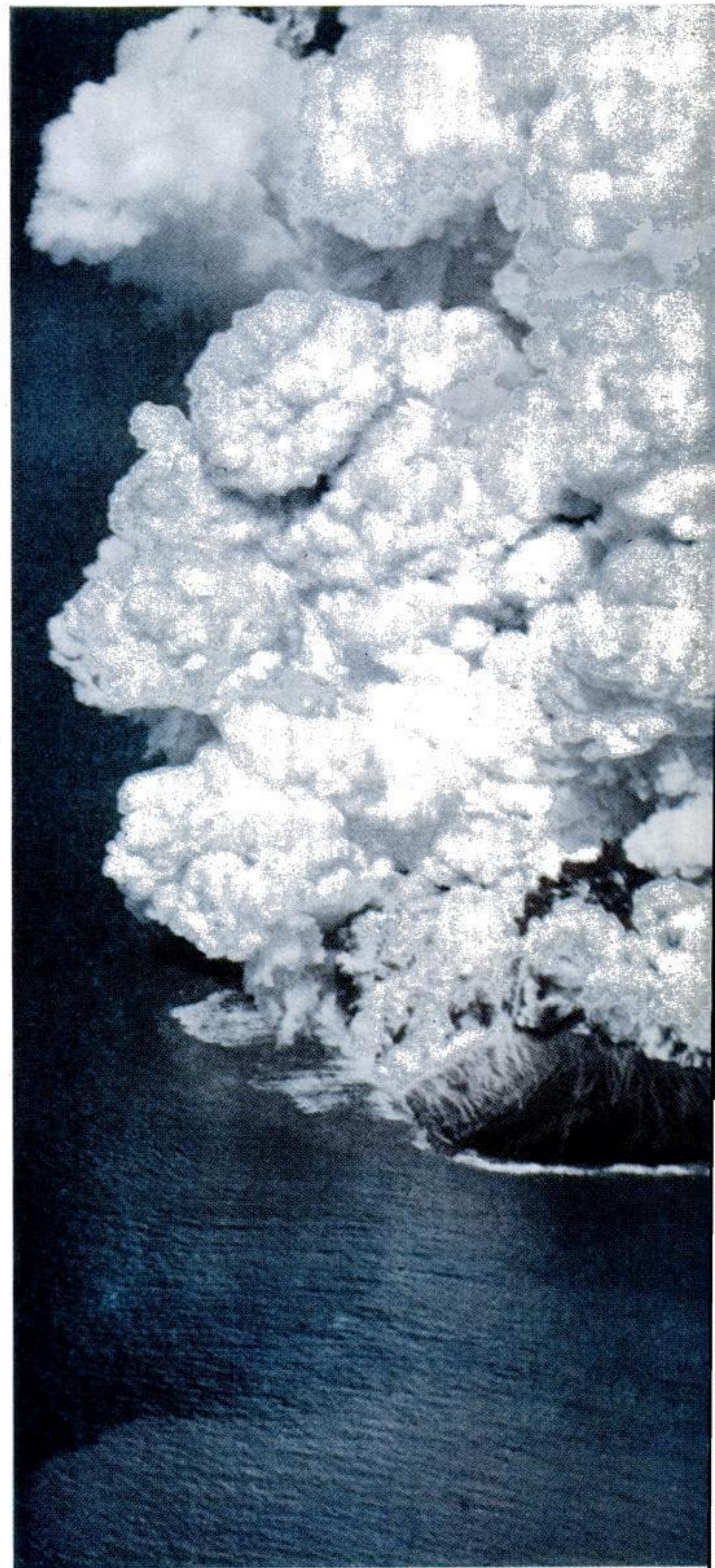


ROYAL GODFATHER DOING HIS JOB

At a Serbian Orthodox church in London, Prince Philip took a firm grip on a three-month-old princess, then gently lowered her into a baptismal font. He was acting as godfather to the daughter of his niece, Princess Christina of Hesse, and Prince Andrej of Yugoslavia. The little princess was christened Marija.



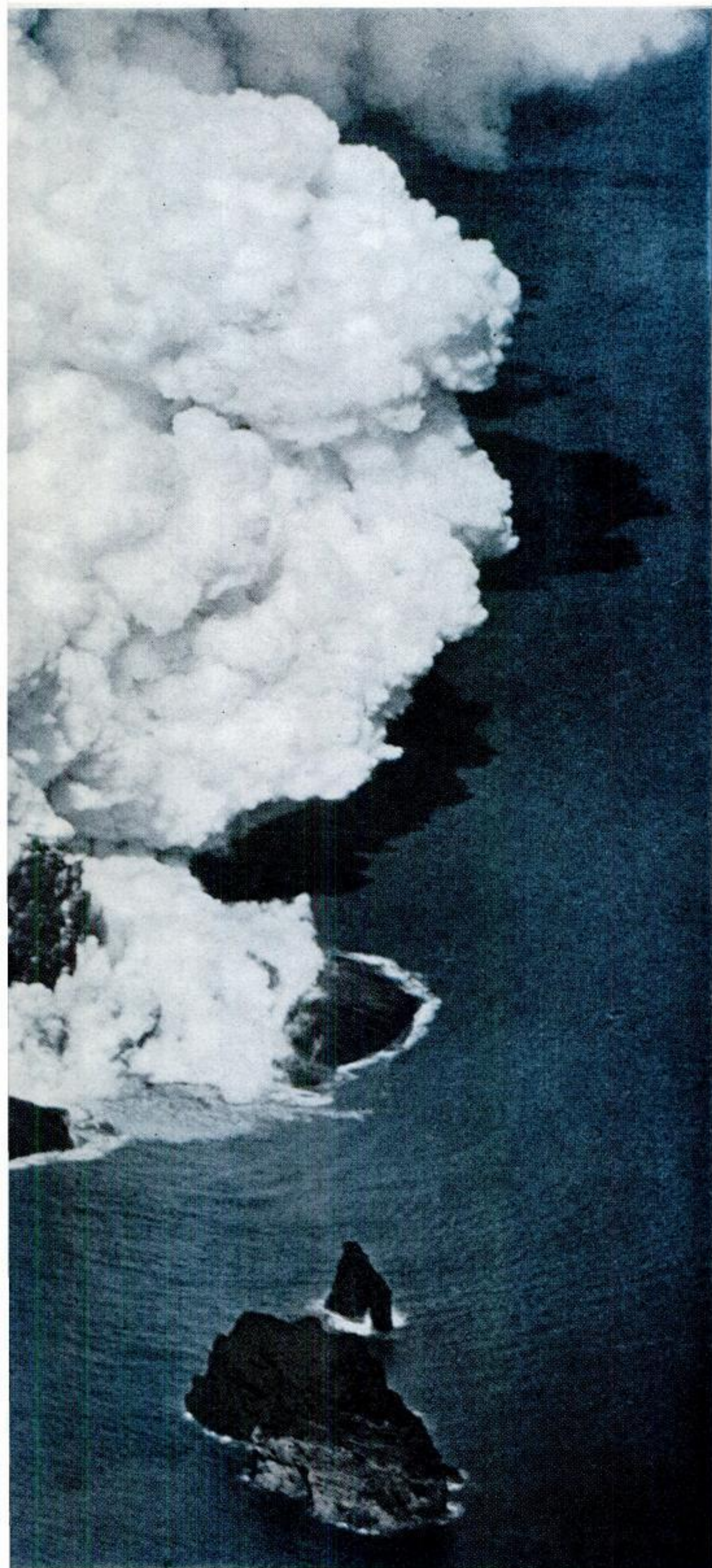
A LOOK AT THE



← STUDENTS BRAVING POLISH POLICE

Outside Warsaw's Polytechnic institute, where a year before students had rallied to the support of Wladyslaw Gomulka, Polish students shouted "Gestapo!" "Fascists!" and "Swine!" at the Gomulka police. Inside, 2,000 other students held a protest meeting. The Gomulka government had liquidated the anti-Stalinist weekly, *Po Prostu*, which helped to bring Gomulka to power. Its order triggered Poland's worst riots since the Poznan uprising of June 1956. Thousands of students battled with police for two nights, and hoodlums clashed with them for three more nights. Then fear of Russian intervention and the strong arms of the police brought the situation under control.

WORLD'S WEEK



VOLCANO FORMING A NEW AZORE

Under a massive cloud of smoke and steam that billowed a mile into the air a new island rose up from the waters of the Atlantic in the Azores. A volcano 600 feet beneath the surface of the sea had coughed up the island only 330 yards off the west shore of Faial Island (*out of the picture at bottom*). The explosions, shown here in a photograph by U.S. Air Force Lieut. Alan Lisle who is stationed on nearby Terceira Island, covered Faial's fields with volcanic ash. For two weeks the eruption continued and the island grew 300 feet in diameter in one 12-hour period. Then the volcano began to subside after having produced a new Azore island that was 150 feet high and 2,500 feet wide.

CONTINUED



THYLOX[®]

S H A M P O O

gets to the
ROOT
of your

DANDRUFF PROBLEM

...and wipes it out!



1.50



New Medicated Shampoo penetrates fast, goes down deeper, stops dandruff and itchy scalp—yes, even stubborn cases.

The age of medical achievements adds a new name—*Thylox*—the first liquid medicated shampoo that really stops and prevents dandruff as it washes your hair clean.

Hundreds of medical tests reveal that, for every ten cases of dandruff, —even the most stubborn cases— *nine* show truly remarkable results. Scalps are reported medically clean, hair glowing with health. *Dandruff gone.*

Why does *Thylox* work—where

other treatments, other shampoos fail? *Thylox* has an exclusive curative ingredient that penetrates fast and goes down deeper—wipes out dandruff, stops itchy scalp. What's more, *Thylox* is completely safe for eyes, pleasant to use and leaves your hair sparkling clean. *The shampoo rinses out, the medication stays in.*

Buy *Thylox* Medicated Shampoo at your drug counter, use regularly as directed—and forget you ever had dandruff.

PRODUCT OF THE PHARMACEUTICAL DIVISION OF SHULTON



A REBUFF REDRESSED

At the White House, President Eisenhower shook hands with K. A. Gbedemah, Ghana's minister of finance, as Vice President Nixon watched. At Dover, Del., Gbedemah had been told he could not eat in a segregated restaurant. So Eisenhower invited Gbedemah to breakfast.



QUINT'S WEDDING

In Montreal Annette Dionne became the first quintuplet to marry as she was wed to Germain Allard, 24, who works for a finance company. After her sister Cecile announced her engagement (LIFE, April 8), Annette quietly made her own plans, beat Cecile to the altar by a month.



BENSON'S BAD DAY AT SIOUX FALLS

After making a speech at a corn-picking contest in Sioux Falls, S. Dak., Agriculture Secretary Benson stared at a gooey mess. Seated beside Mayor Fay Wheeldon and Chamber of Com-

merce head Ray Quinn (left), he had had six eggs thrown at him as he urged repeal of crop price supports. One splattered his hat; another hit Governor Joe Foss. Five men were arrested.



QUEEN'S ARRIVAL

Queen Elizabeth walks from plane in Ottawa with Canada's Governor General Vincent Massey on her arrival in North America for her first visit as Britain's monarch. Thus she began a 10-day round of visits with the top hosts and hostesses (p. 57) of Canada and the U.S.



BRANDO'S BRIDE

In Eagle Rock, Calif. Marlon Brando, 33, his hair bleached for a movie role, took a bride, known as Indian actress Anna Kashfi. Patrick O'Callaghan of Wales said she was his daughter Joan, 23. On her British passport she was Johanna O'Callaghan, beautiful by any name.

Schlitzquerade party

OR SCHLITZFRESHMENT FOR
YOUR FAVORITE CHARACTERS



HERE'S WHERE YOU GET RE - FRESH - ING LIGHT-NESS,



FES - TIVE FOLK EN - JOY - ING - SCHLITZ



YOU'LL LIKE SCHLITZ! LIGHT, LIGHT, SCHLITZ!



The Beer That Made Milwaukee Famous

© 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Cal., Kansas City, Mo.

It's a holiday Schlitzball! Come as Prince Schlitzcharming. Or Little Bo Schlitzpeep. You won't have trouble recognizing the refreshment—light, wonderful Schlitz.

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

When you have your holiday Schlitzdig, dig that Schlitz out of the icebox!



SCHLITZLIGHT
... kiss of the hops

SCHLITZKEPT
... air-free



SCHLITZNESS
... continuous quality



Be a Schlitzer

Be refreshed

McGREGOR fashions this lightweight Anti-Freeze jacket of 100% Du Pont "Taslan" textured nylon. Patterned in smart miniature tartans in a variety of striking color combinations. Treated with Du Pont Zelan® durable water repellent. Fleece lining is also made of 100% Du Pont nylon. Available at fine stores throughout the country.



PHOTOGRAPHED AT JUNGFRAUJOCH, BERNESE OBERLAND, SWITZERLAND.

New! Rugged nylon jacket with a rich, soft touch...it's "Taslan"® textured nylon!

This light, warm wash 'n' wear jacket of Du Pont nylon has a new look and feel. Now—through a unique new yarn-texturing process—this good-looking jacket of "Taslan" textured Du Pont nylon has new character, new softness . . . gives you greater comfort. And because it's *all* nylon, this fleece-lined jacket rests lightly on your shoulders while

it keeps you warm. Du Pont nylon also means you can wash it . . . wear it again right off the hanger. Choose your jacket made of Du Pont "Taslan" textured nylon from a wide range of rich colors and striking patterns . . . at your favorite store . . . today!

*"Taslan" is Du Pont's registered trademark designating textured yarns made in accordance with quality standards set by Du Pont. Du Pont makes fibers, not the fabric or sportswear shown here.

DU PONT "TASLAN" TEXTURED
NYLON



BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

IGY* *taught us new ways to control the elements...inspired 4 ice-cap colors!*

**4 NEW
INSTANT
WARM-UP
FEATURES**



New! Fleece-lined collar tab



New! Fleece-lined cuffs



New! Hip-hugger waistband



New! Fleece-lined pockets

McGREGOR INSTANT WARM-UP ANTI-FREEZE JACKET

of DuPont Nylon woven by **TRAVIS FABRICS,**
PRINCETON-KNIT Nylon Fleece Lining

Most astonishing jacket ever . . . new scientifically-developed colors, richer than any ever seen!
Wash-and-wear . . . colors stay whiter than white—bluer than blue—redder than red—blackier than black! Warmth without weight . . . instant warm-up at the 4 vital points shown above. So durable, only problem: **how to wear it out!**
All for a low, low \$22.95.

*The International Geophysical Year is in full swing! 5,000 scientists from 55 nations are seeking mastery over the forces of nature—and a better, more comfortable world.

McGregor Salutes
Operation Deepfreeze—the **NAVY** Expedition to the South Pole



McGREGOR*

SPORTSWEAR Also boy-sized, boy-priced • McGreggor-Doniger Inc., 303 5th Ave., New York 16, N. Y. *T.M.

Wash and Dry, in the
**EASY Combomatic
Washer/Dryer**
Complete home laundry . . . full-size washer, full-size dryer in 1 space-saving unit (just 27" wide)! Washes, dries . . . **automatically** . . . in one continuous operation!



McGREGOR Anti-Freeze
Jackets (even the fur fleece
linings by **PRINCETON**)
wash and dry (wrinkle-free) in
an **EASY COMBOMATIC!**



You'd think only dry cleaning could keep Princeton Mills' fur-like lining clean and fluffy.



Pop McGregor Anti-Freeze Jacket in Combomatic, make one setting! Washing, rinsing, drying's done.



Now it's clean, dry, ready-to-wear. Fluffy-light, wrinkle-free, too. Easy does it all—automatically!



McGregor Anti-Freeze Wash and Wear Jacket

New Combomatic Washer/Dryer ends heat-set wrinkles!

Washes and dries up to 10-lbs. in just 27 inches of wall space!



Easy
WASHER/DRYER

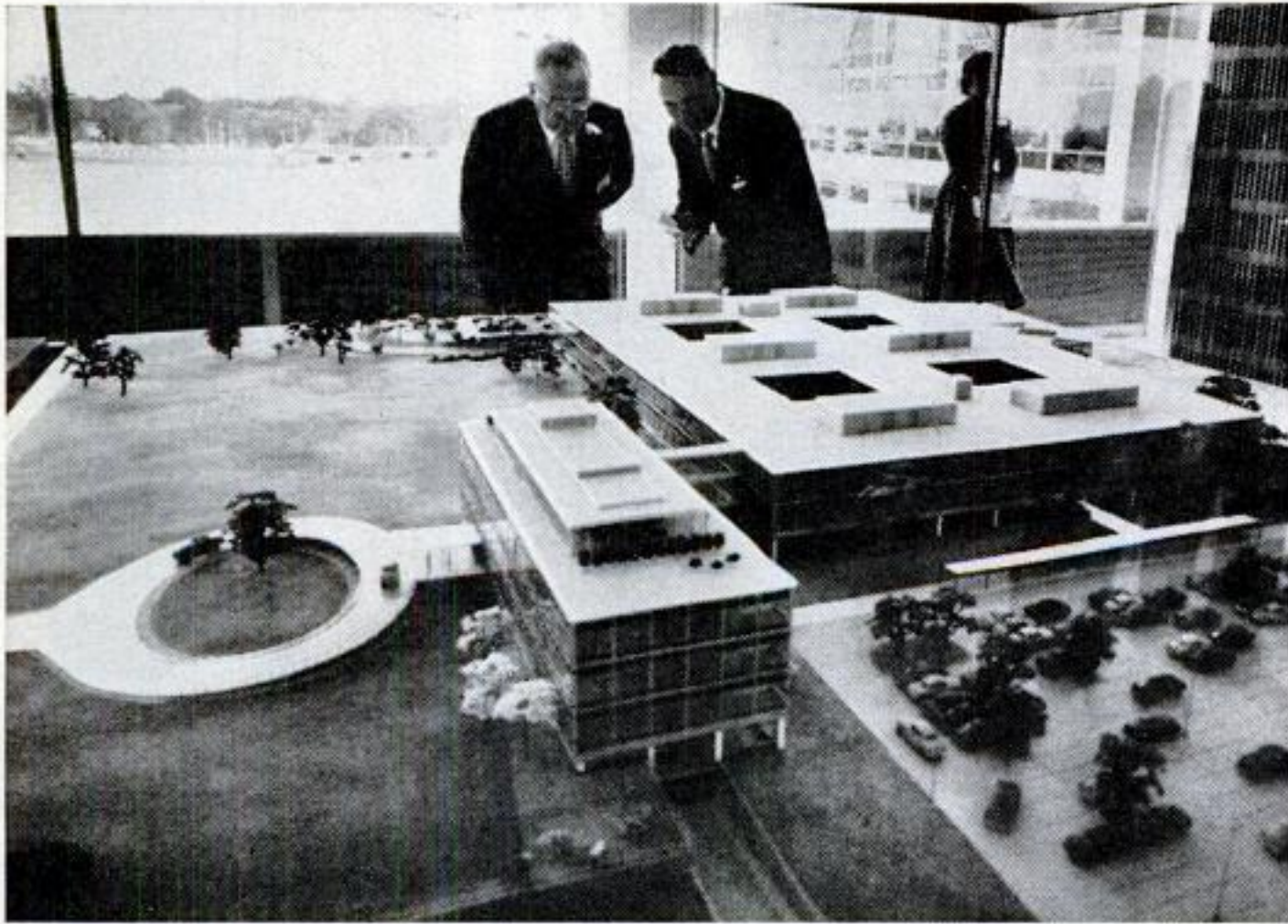
Easy's exclusive Measur-Matic Heat Control automatically prevents over-drying, the cause of deep, heat-set wrinkles. That's why Easy's Combomatic is recommended as the one fool-proof way to wash *and* dry such modern miracles as Princeton Mills' luxurious fur fleeces.

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Symposium in Symbolic Setting

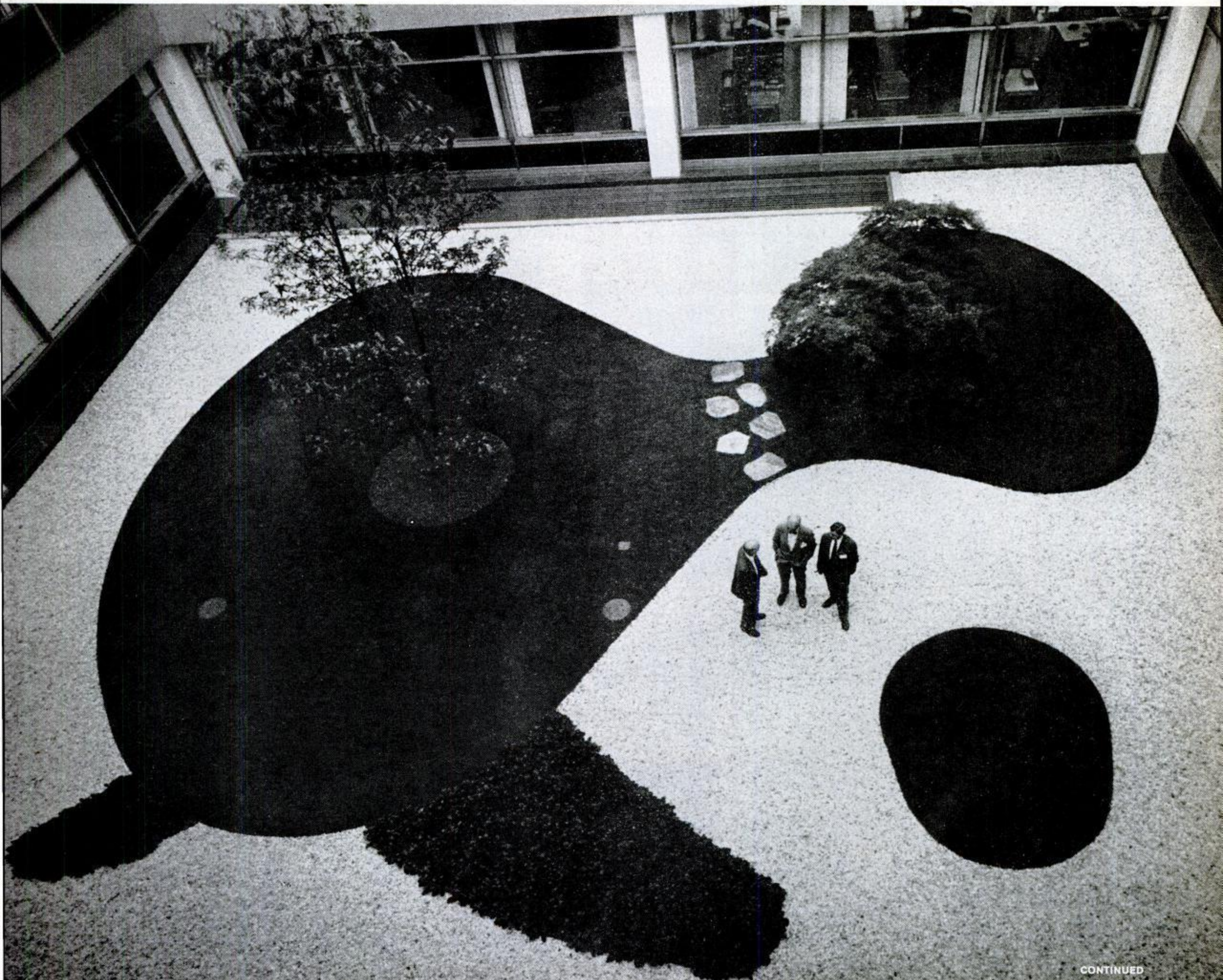
FINE NEW BUILDING MEETS CHALLENGE OF CITY CRISIS



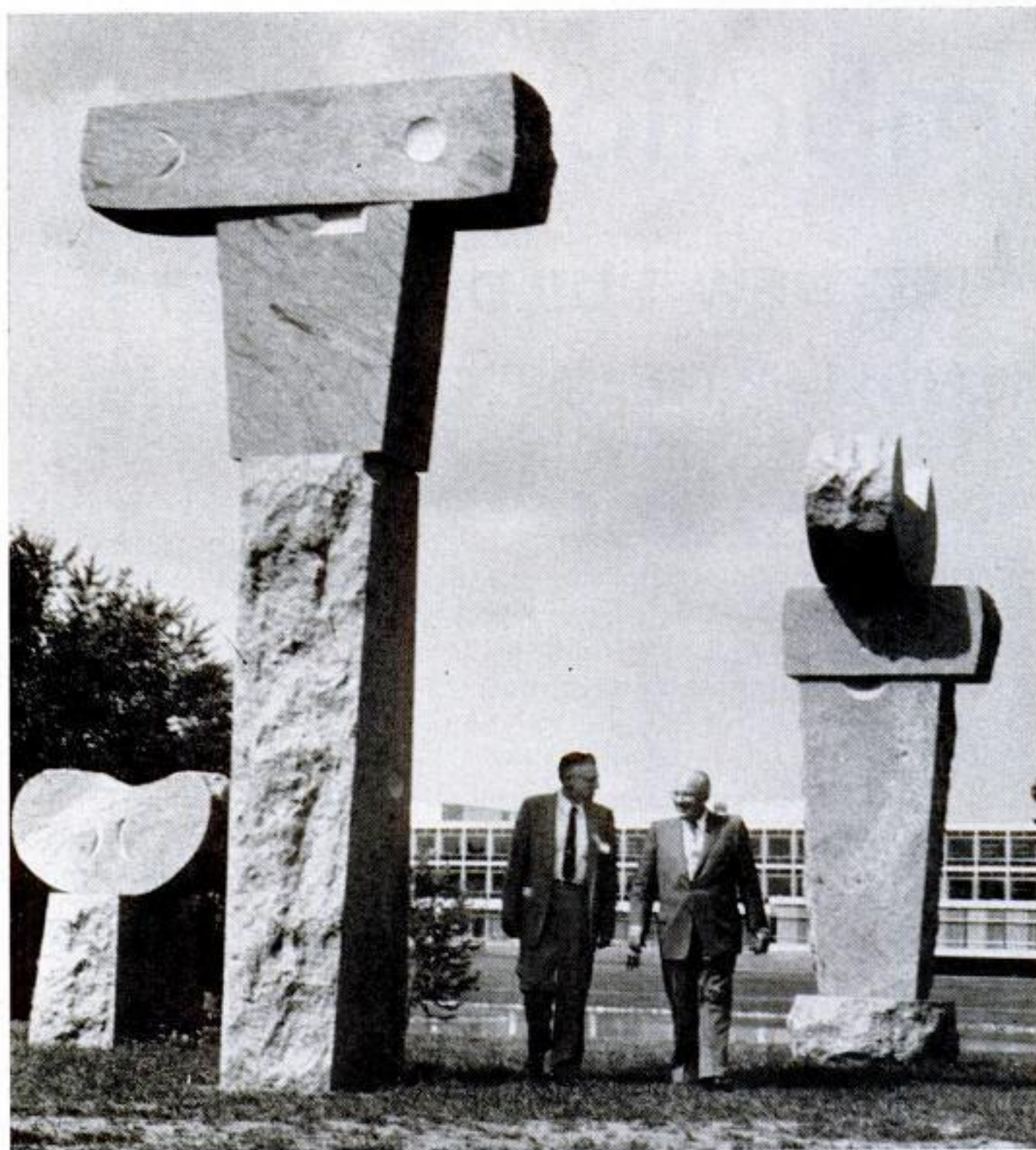
MODEL OF BUILDING in front lobby is explained by company president Frazar Wilde to Connecticut Governor Abraham Ribicoff, guest at the symposium.

When 400 architects, city planners and other urban specialists came together to discuss the tangled problems of metropolitan growth, snarled highways and city disintegration, they gathered in a place that had successfully met some of the challenges they were going to discuss. The three-day symposium took place in the modern new home of the Connecticut General Life Insurance Company near Bloomfield, Conn. Built as an answer to the crowded quarters, congestion and inadequate facilities of downtown Hartford, the new building is one of the finest office structures in the country, designed in glass and steel, divided by grassy courtyards and set in rolling countryside with wide lawns and wooded groves. Amid sculptures and quiet pools, the panel speakers and guests reflected on the future of U.S. cities and expressed some disquieting thoughts (p. 54).

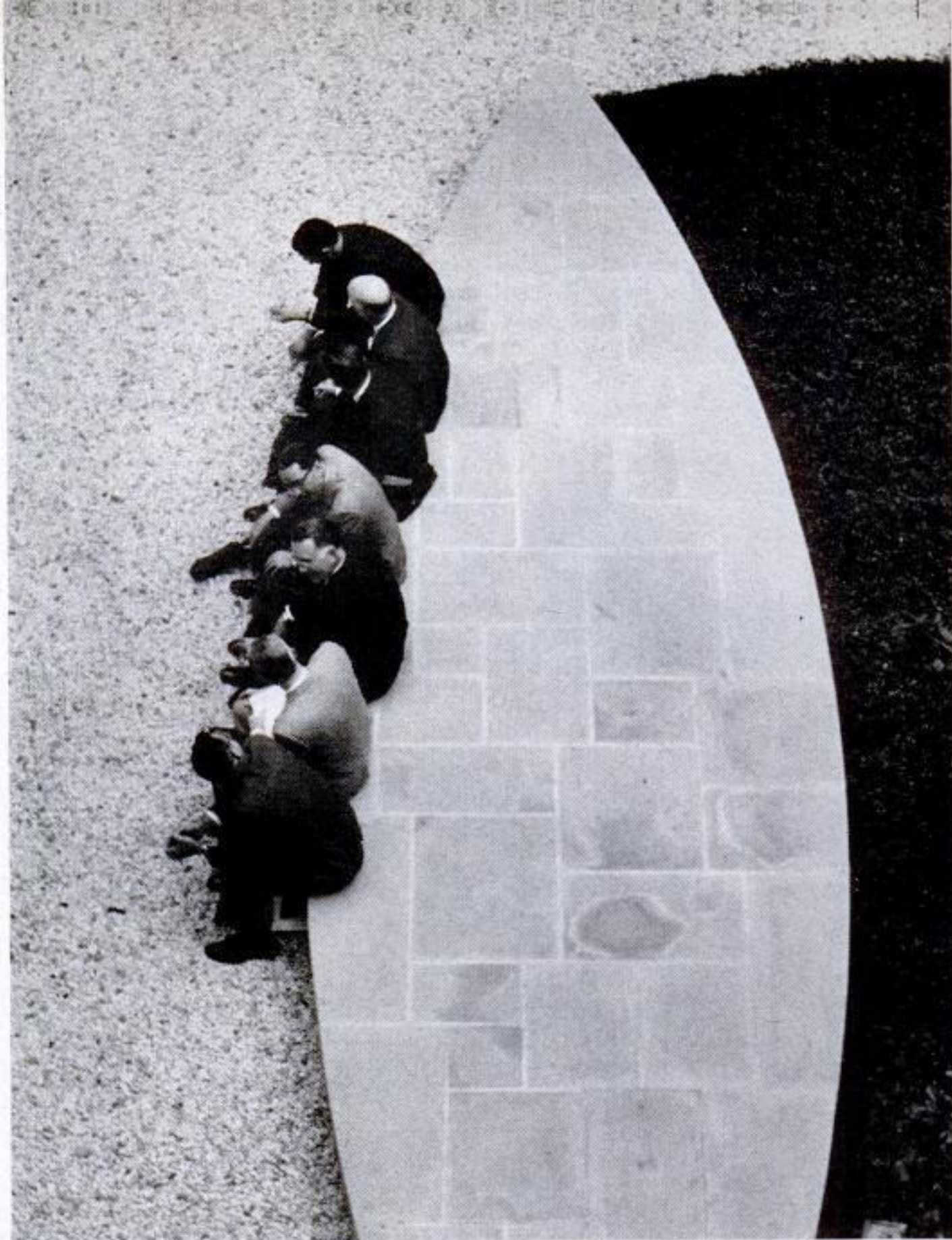
DRAMATIC COURTYARD is one of four landscaped by Sculptor Isamu Noguchi. By free-form pattern of grass are three guests interested in city planning.



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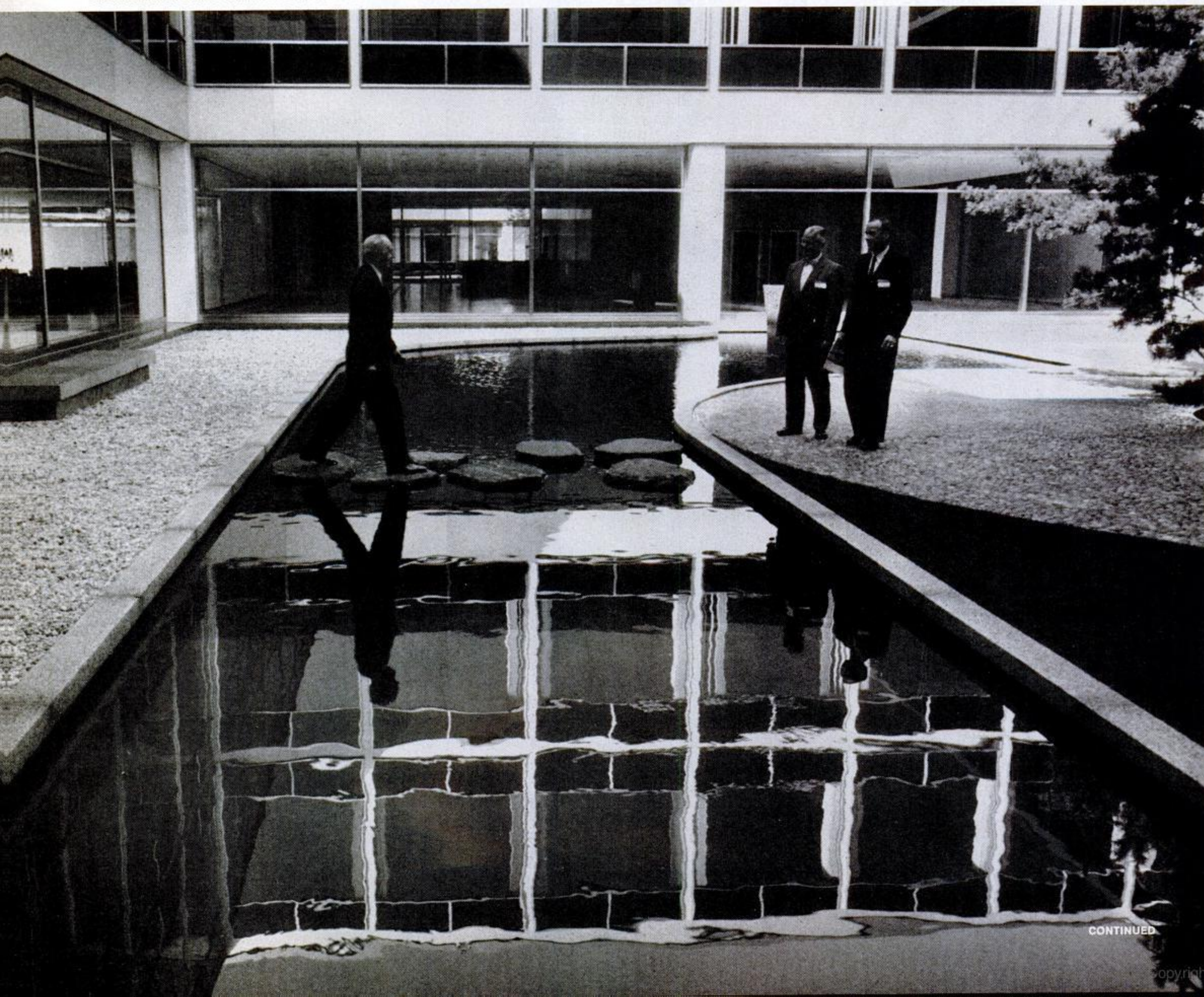


GRANITE STATUES by Noguchi, representing child, father and mother, tower over city planner Max Wehrly (*left*), shopping center developer Foster Winter.



COURTYARD BENCH was handy spot for informal discussion by the members of panel which studied "The Highway's Place in Metropolitan Transportation."

STEPPING STONES IN REFLECTING POOL ARE TRIED BY CONSULTING ECONOMIST MILES COLEAN AS EDWARD HOLMES AND PATRICK HEALY JR. (RIGHT) WATCH



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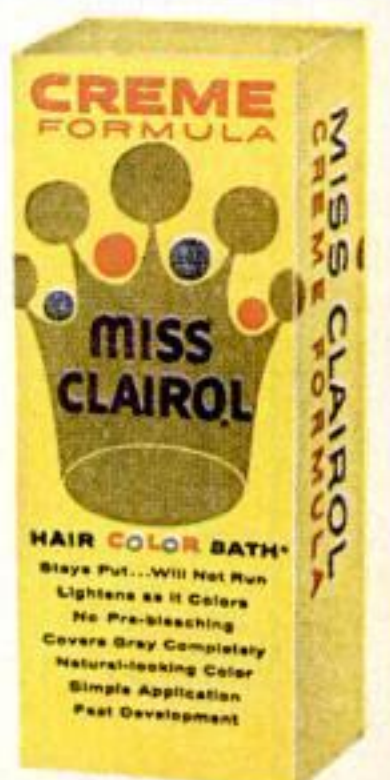
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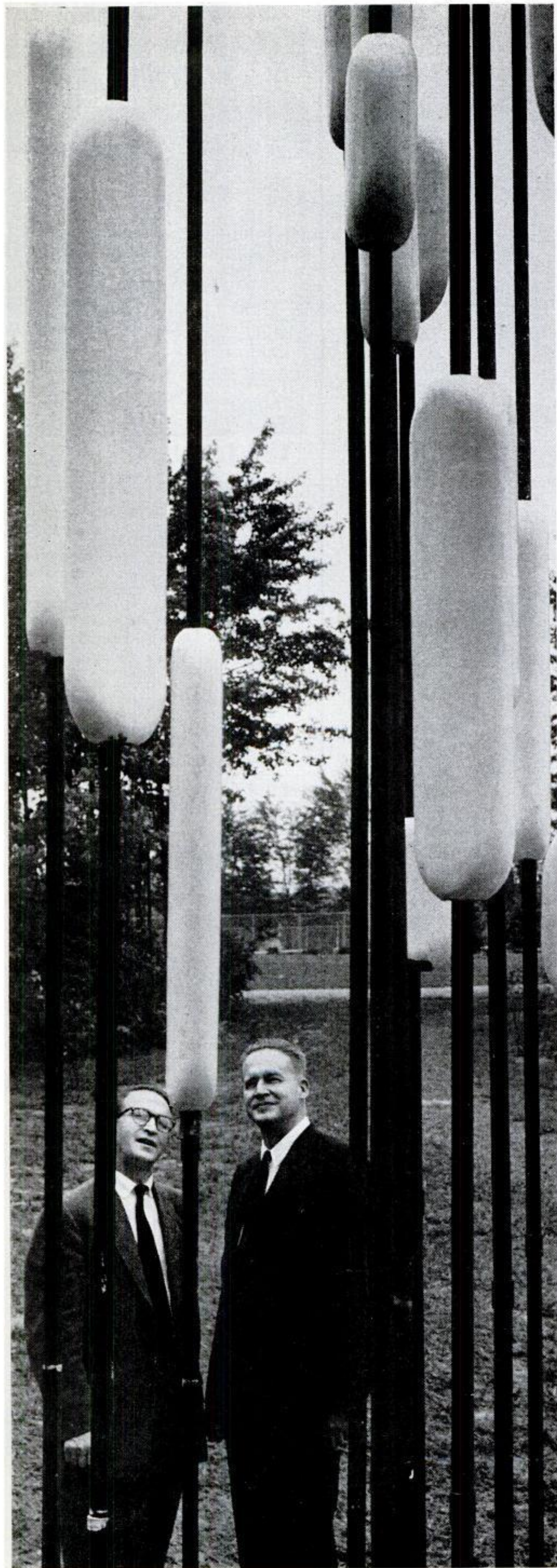
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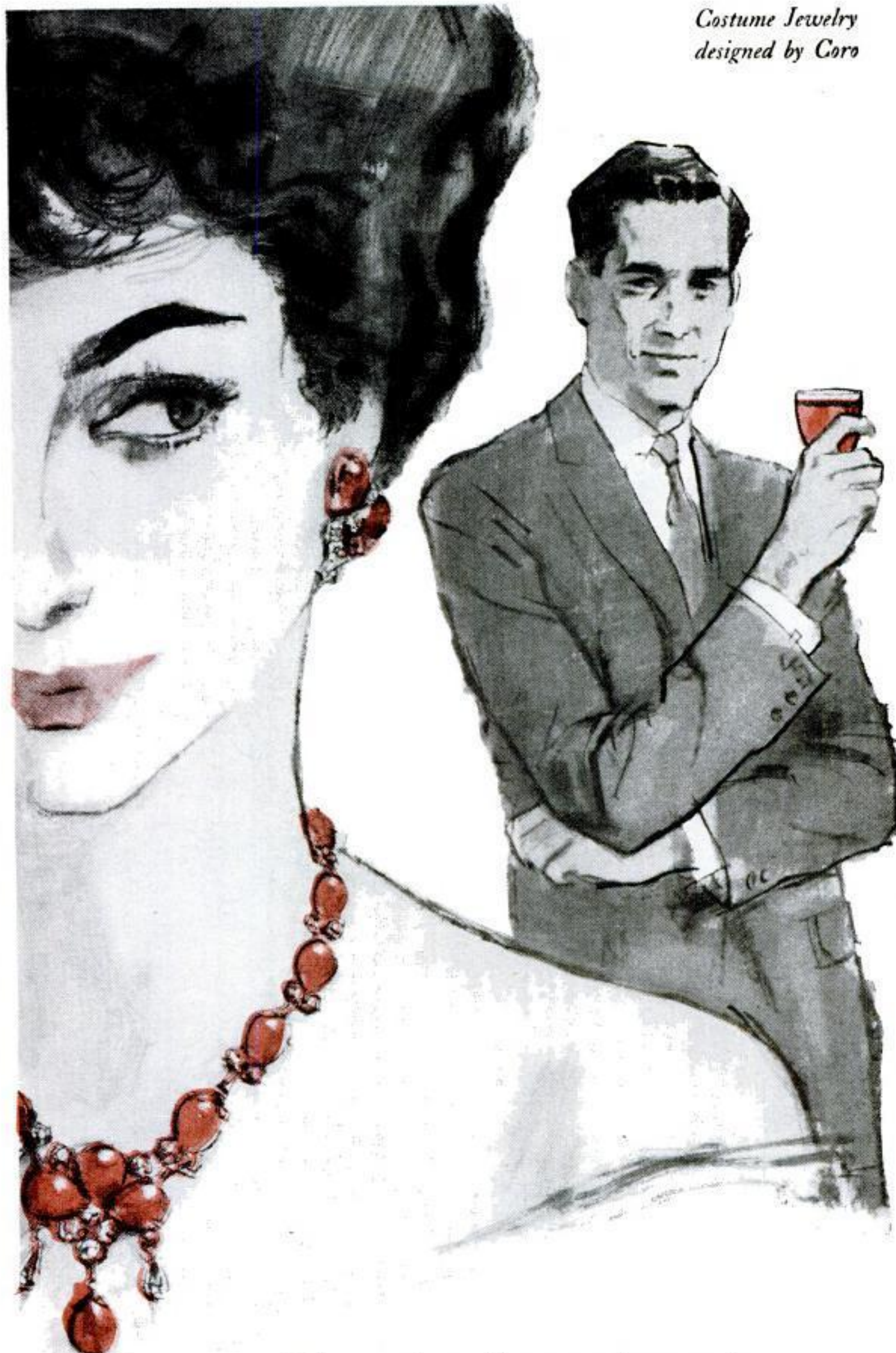
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GIANT CATTAILS with pods made of porcelain-enameled steel on wrought iron pipes and used for decoration beside a large pond near the building are admired by Victor Jones (*left*), professor of political science at the University of California, and Edward Ackerman of Resources for the Future Inc.

CONTINUED

*Costume Jewelry
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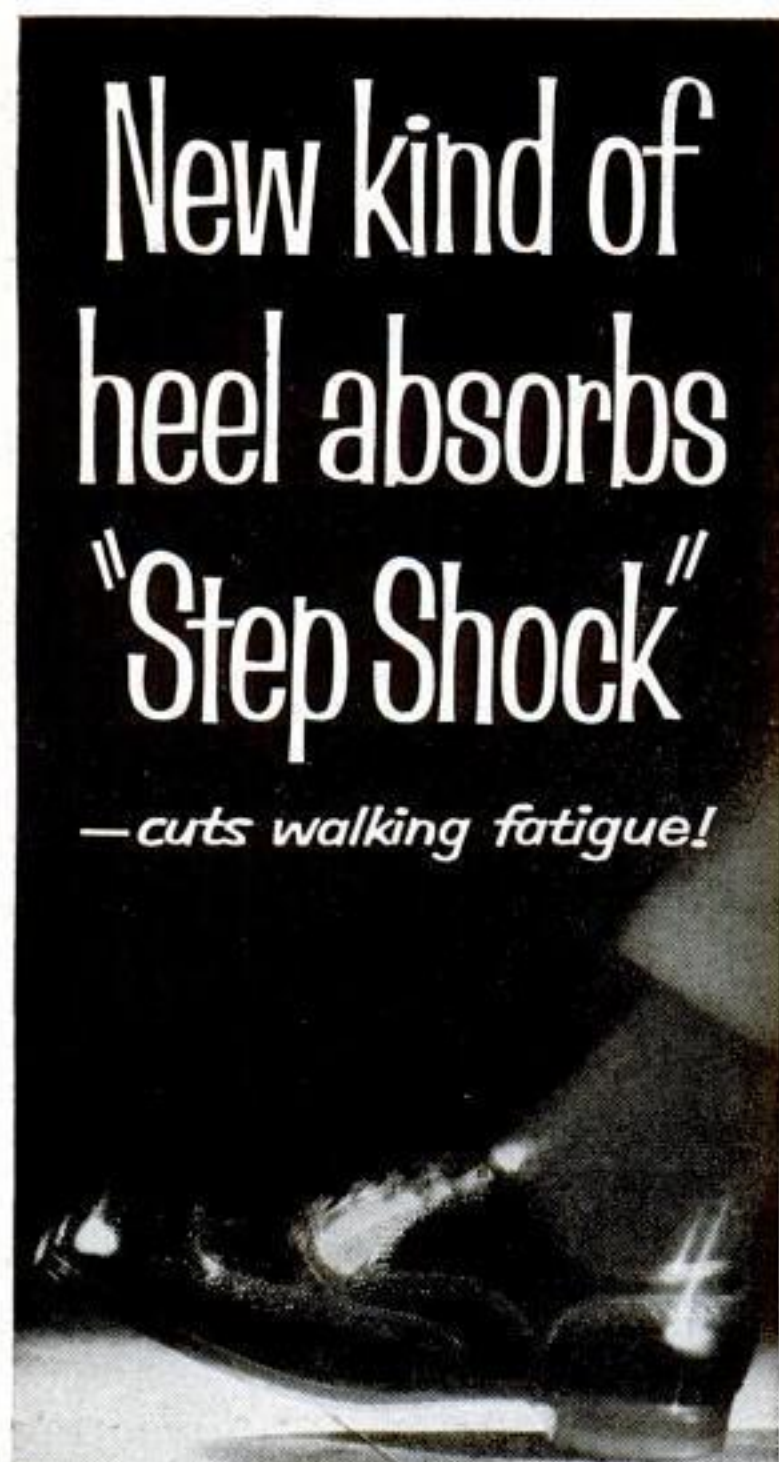
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CREPE, T.M.'S—THE GOODYEAR TIRE & RUBBER CO., AKRON, OHIO

SYMPOSIUM CONTINUED

CRITICS OF THE CITY



LEWIS MUMFORD, author, teach-
er and lecturer, said "the problem
of maintaining the city in a state
of health rests on . . . making it
possible for the pedestrian to exist.
. . . Instead of planning motor cars
to fit our life, we are trying to
plan our life to fit the motor car."



VICTOR GRUEN, architect, com-
pared Europe, where cities are "the
cause of pride, of social, cultural and
spiritual experiences" and where
people "join with others in the en-
joyment of cities" with the U.S.,
where "we flee the jungles of our cit-
ies at the stroke of the time clock."



EDMUND BACON (left above, with
Wilfred Owen), executive director
of the Philadelphia City Planning
Commission, deplored an "uncon-
trolled suburban sprawl which is eat-
ing-up our open land," urged that
planners "save that space by collect-
ing houses into closer knit groups."

WILFRED OWEN of the Brookings
Institution pointed out that "for
the masses of our people cities have
become disagreeable to live in"
and have in recent times "grown to
the point where they are threaten-
ing to strangle the transportation
that helped to make them possible."



GORDON BUNSHAFT, architect
who designed Connecticut General
building, has long felt that much
city architecture is static. He favors
a "disciplined approach," but also
believes in "taking the materials
and exploring and exploiting them
all to their maximum excitement."



LADISLAV SEGOE, city planner,
urged that "we ought to realize by
now the futility of trying to meet
the traffic problem in our cities by
building more and greater capacity
highways" such as the many high-
ways "we are getting ready to build
to the tune of \$100 billion or more."

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will refund your money.

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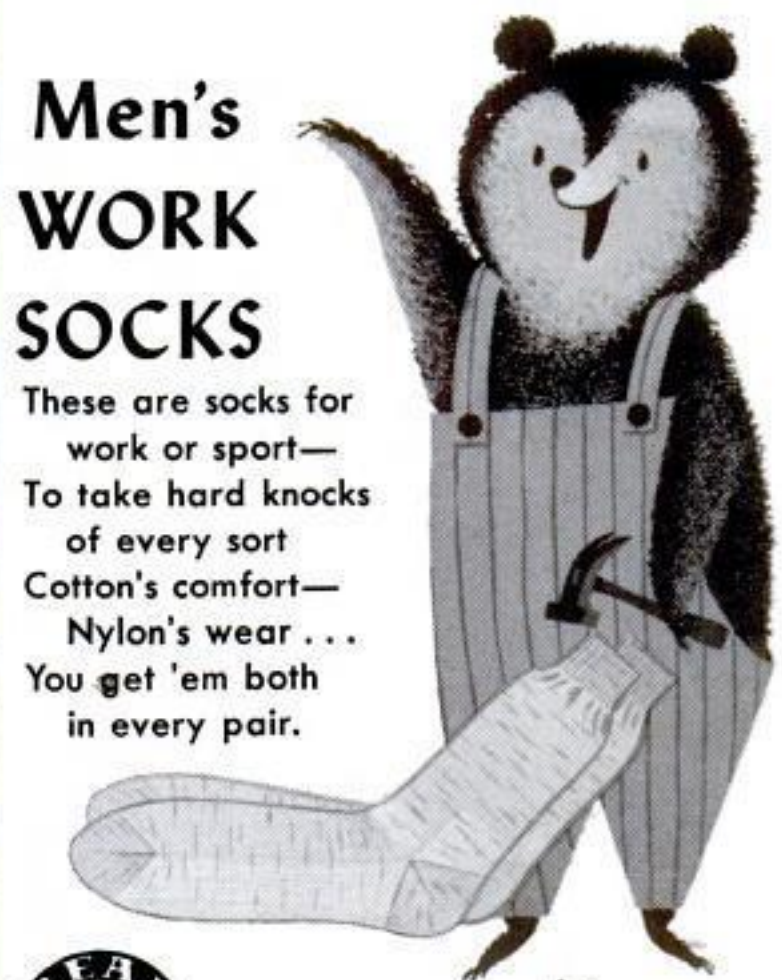
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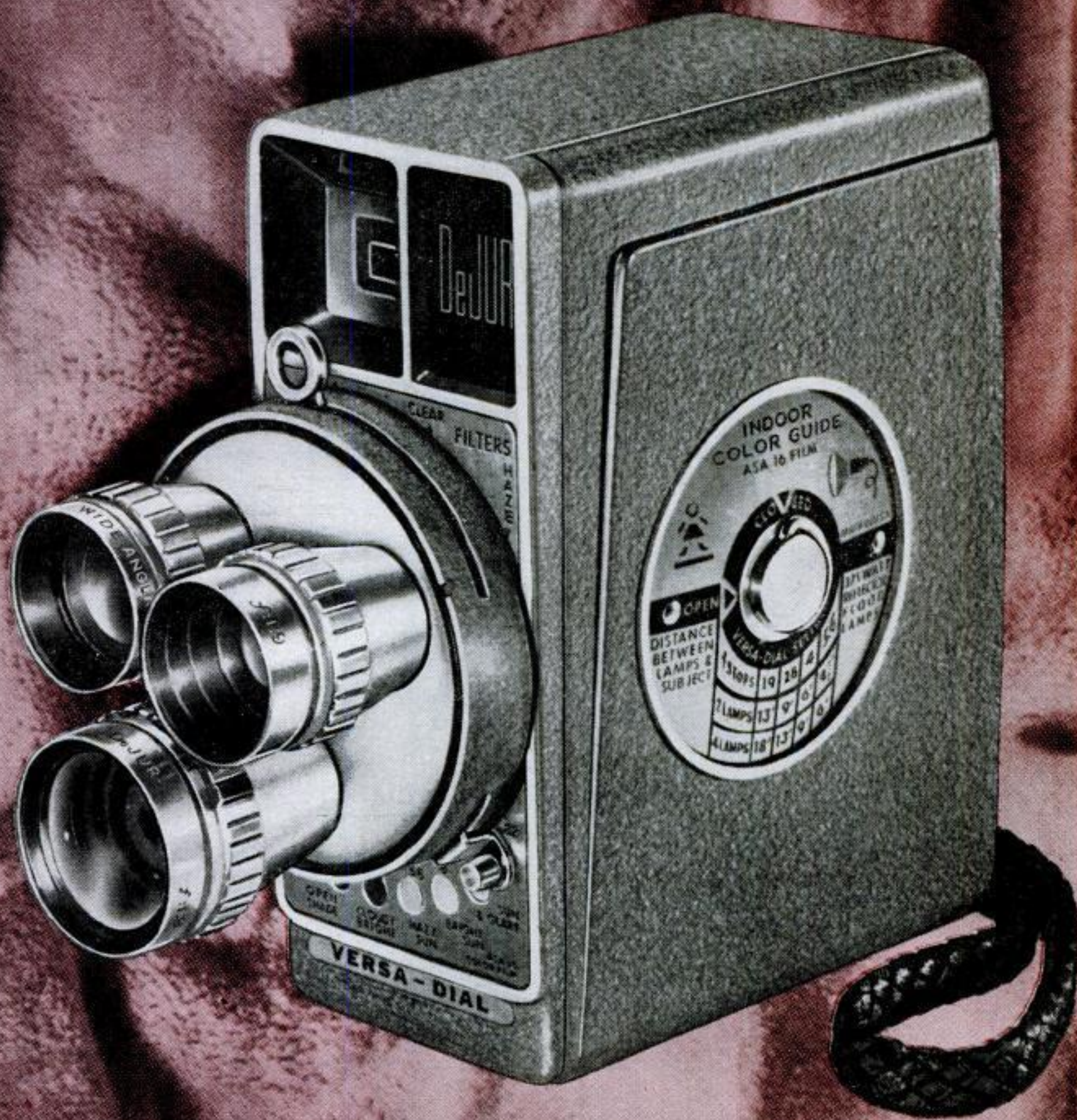
In daring test

DeJUR

**STUMPED
THE EXPERTS!**



At this historic meeting a panel of distinguished movie experts witnessed the most daring test in 8mm home movie history.



* **ELDORADO III** \$**99⁹⁵**
makes movies easier to take
than ever before. Now only

Camera professionals failed to identify movies taken by this \$99⁹⁵ DeJUR against those of a camera costing over \$400!

HERE'S PROOF! In the presence of a Notary Public, three 8mm movie cameras were used to shoot typical home movie scenes simultaneously. Everything but the cameras was exactly the same... light, lens settings, film. One camera was a famous model that sells for more than \$400. The other two were DeJUR cameras available at under \$100 everywhere in America.

After processing, all three films were shown to a panel of experts for comparison. The results? *The experts were unable to distinguish any appreciable difference*

between the pictures made with DeJUR cameras against a camera selling for up to 8 times their price!

WHAT THESE FINDINGS MEAN TO YOU: Take a tip from the experts and insist on DeJUR. With a budget-priced DeJUR movie camera, you'll get picture quality equal to that of the most expensive 8mm camera. And for added features like magazine loading, the exclusive "fade" device zoom viewfinders, s-l-o-w motion, and many more—DeJUR—has wonderful values too. Ask your dealer to show you DeJUR—the line that made home-movie history when it stumped the experts.

* **ELDORADO III** It's foolproof... makes movies easier to take than ever before thanks to exclusive "Weather-Wise" VERSA-DIAL.

Just "DIAL YOUR WEATHER" (Sun & Glare, Cloudy, or any other weather condition) and take excellent movies. **THREE ULTRAFAST f/1.9 LENSES**—normal, wide-angle, and telephoto. Switch the built-in **FILTER-SELECTOR** for perfect color—indoors and out. Fast, simple sprocketless roll-film loading. Built-in indoor exposure guide, automatic footage counter, single frame control. Only **\$99.95**

All prices include F.E.T.

There's a DeJUR camera for every budget and every use.

(A) **"ELDORADO I"** 8mm. Sprocketless roll-film loading. Exposure guide footage counter. With f/2.5 fixed-focus lens. Only **\$54.95**

(B) **"FADE-MATIC DELUXE"** The supreme 8mm triple-lens magazine-load camera; gives "fade-in", "fade-outs", and other Hollywood effects (a DeJUR exclusive). 6 speeds. Zoom-type viewfinder. With 3 fast f/1.9 lenses—normal, wide-angle and telephoto on turret. **\$215.00**



The fun of home movies is in the showing. Show them with a DeJUR 8mm projector. Four models, including:

(C) **"500"** America's finest low-priced 8mm projector. Steady, bright image. Automatic room lamp control. E-Z Thread swing-out gate. **\$69.95**

(D) **"ELDORADO"** Variable speeds, forward and reverse. Automatic room lamp control. E-Z Thread gate. "Golden Glow" illuminated controls. **\$109.95**

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MRS. RICHARD NIXON, wife of the Vice President, hostess to the Queen for a luncheon at the Old Supreme Court Chamber, wears ruby crepe dress chosen

for the occasion. The table is set with gold service and gold candelabra. Guests will include senators, congressmen and other important Washington figures.

Hostesses to Queen

TABLES ARE ARRAYED FOR ROYAL WELCOME

From Ottawa to Williamsburg, Va. the leading ladies of Canada and the U.S. prepared for an exciting but exacting role. They are hostesses to Queen Elizabeth, whose arrival in Canada was to touch off the biggest social whirl since her father and mother, King George VI and Queen Elizabeth, came to the U.S. in 1939. After four days in Canada Queen Elizabeth and Prince Philip were to fly to Williamsburg for the 350th Jamestown anniversary celebration. Then they would go to Washington to attend a round of lavish state parties and dinners and break recent custom by staying at the White House during their entire four-day visit.

The royal couple will cap their tour in New York with a mammoth luncheon, dinner and formal ball before flying back to Britain. On their six-day U.S. visit they will be honored at more than 100 ceremonial and social events. Here and on next page are seven of their leading hostesses, every one dressed fit for a queen.

MRS. ROBERT F. WAGNER, wife of the mayor of New York, will be the hostess at a Waldorf-Astoria luncheon. Pink linen tablecloths and gold service will be used. Guest list includes more than 1,600.





MRS. THOMAS G. STANLEY, wife of the governor of Virginia, is shown at the Williamsburg Inn, famous eating place and scene of a dinner for the Queen to follow royal couple's visit to Jamestown. Some 250 guests were invited to a traditional Virginia meal, featuring boned breast of chicken and Virginia ham.



LADY CACCIA, wife of the British ambassador, seated here in the drawing room of the British Embassy with her daughter Clarissa, 18, will supervise the arrangements for a state dinner in honor of the President and Mrs. Eisenhower. But the Queen herself will be the hostess at the embassy, which is British soil.



MRS. JOHN G. DIEFENBAKER, wife of the Canadian prime minister, was hostess to the Queen for a dinner at the residence of the prime minister. With the prime minister and the British foreign secretary, Selwyn Lloyd, Mrs. Diefenbaker was to travel with the royal party during most of their visit to the U.S.

HOSTESSES CONTINUED



MRS. LIONEL MASSEY, daughter-in-law of Canada's governor general, acts as his hostess on occasion at his residence, Government House. She assisted during the Queen's visit, but since Government House is officially the residence of Britain's ruler, the Queen herself served as the hostess for the state reception.



MRS. JOHN FOSTER DULLES, wife of the U.S. Secretary of State, will serve as hostess to Queen Elizabeth and Prince Philip for a formal dinner at the Pan American Union building. The guest list for the dinner will number 120 and will include the top ambassadors, diplomats and other Washington dignitaries.



From research comes TRUTH...

To determine the truth about speed of pain relief without stomach upset, three distinguished medical experts—one in a prominent eastern medical school...another in the medical department of a great mid-western university...and another whose work centers in several of New York's largest clinics—have conducted independent studies of Bayer Aspirin versus an aspirin with a 'buffer' added.

Since 1954, when the first in this long and penetrating research series began, these doctors have given thousands of doses of Bayer and the buffered aspirin to men and women actually suffering from pain—because this is the one final and absolute way of testing the value of pain relievers. And now, this vast research project is over. It confirms—overwhelmingly and undeniably—a truth we have known for years...

And the TRUTH is...

BAYER Brings Fastest Relief

the fastest, most gentle-to-the-stomach relief you can get!



MINOR PAINS OF RHEUMATISM? There's no need to let the minor pains of rheumatism or arthritis stop you from having fun with the youngsters. Just take Bayer Aspirin and you'll get temporary relief that's amazingly fast! Bayer also works with remarkable speed to relieve neuritic and neuralgic pain. And remember—the highest-quality, best-tasting aspirin you can give your youngsters is *Flavored, Children's-Size* Bayer Aspirin.



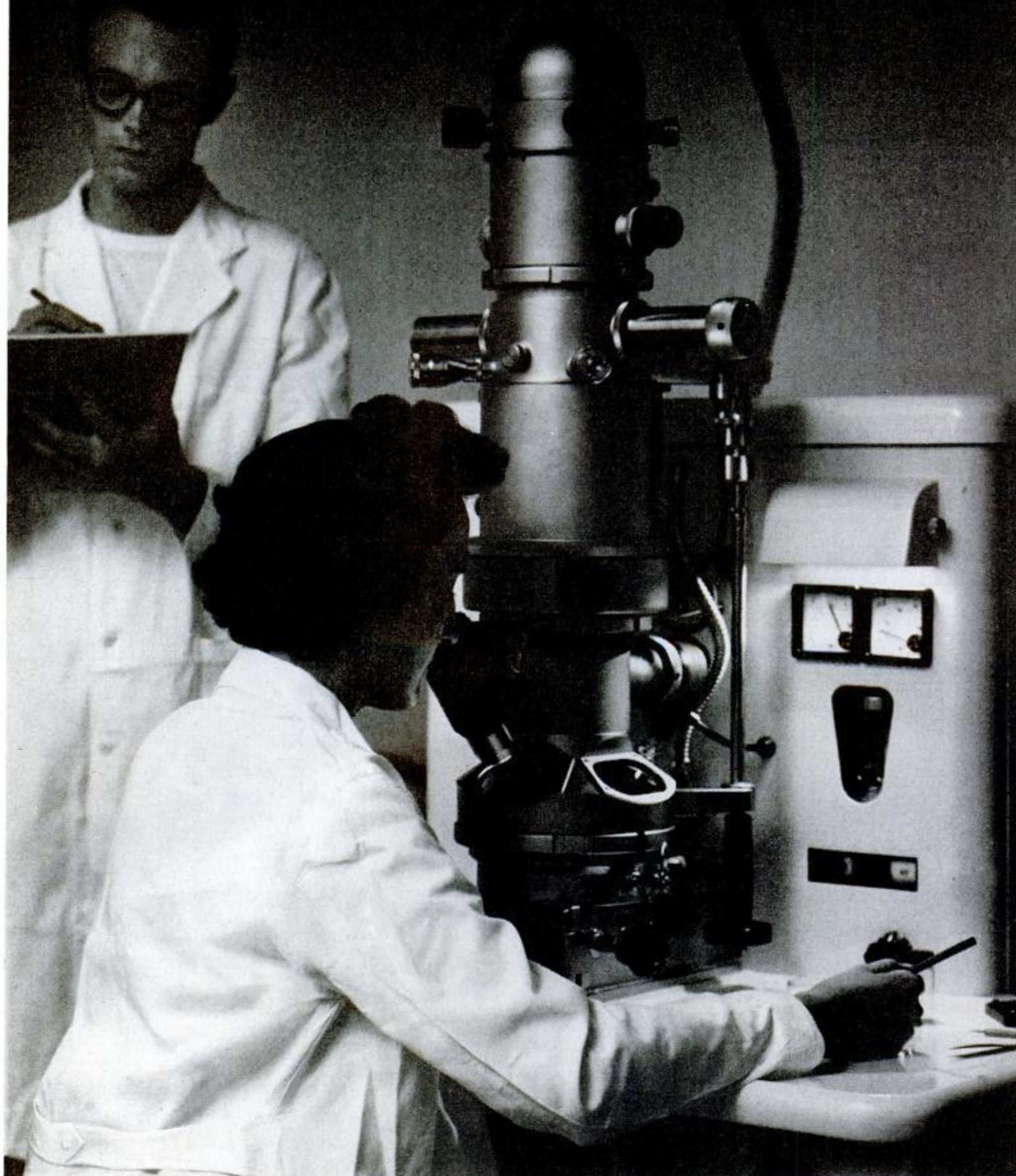
ACHING MUSCLES? When too much exercise brings on backache, or other muscular pains, Bayer Aspirin will make you feel better fast! This is because a Bayer tablet disintegrates *on its way* to the stomach. Thus Bayer—unlike pain relieving tablets which are still whole when they enter the stomach—is ready to go to work *instantly*, without delay, to relieve pain. Remember—for many kinds of pain or ache, Bayer is what millions take!

FEEL BETTER FAST—with BAYER® ASPIRIN

Should your child be a Medical Technologist?

by CHARLOTTE STREET

Chief Medical Technologist, The Papanicolaou Cytology Laboratory,
The New York Hospital-Cornell Medical Center, and Assistant in Pathology,
Cornell University Medical College (As told to LLEWELLYN MILLER)



The increasing use of electron microscopes in hospitals and research laboratories has created a demand for Technologists trained in their operation. With these microscopes, doctors can examine body tissues sliced thin as a millionth of an inch . . . study cells magnified as much as 150,000 times . . . detect polio and other viruses.

"EXACTLY what is a Medical Technologist—a special kind of nurse?"

That question is frequently asked by young people, and quite understandably.

My profession is one of the newest in the field of medical science. College degrees in Medical Technology have been granted for only about 35 years. Since most of our work is done behind the doors of laboratories, few people have a clear idea of what we do or realize how much our efforts contribute to those of physicians and research scientists, though we are neither doctors nor nurses.

Perhaps the best way to explain how many interesting, important and varied opportunities my chosen career offers to young men and women of suitable ability and temperament is to take you behind the scenes and show you some Medical Technologists at their tasks.

Let's start in a hospital.

A young woman in white is leaving the Accident Receiving Room. Her uniform is similar to that of a nurse, but without a cap. She has just taken a sample of blood from a child who has cut an artery. He is in critical condition, in immediate need of a blood transfusion.

She has life or death in her hands.

The doctor must use blood compatible with that of the child. Any other type may be fatal. So will delay.

She moves calmly, but quickly, to a near-by laboratory. With methodical speed she tests the child's blood, using slides, microscope and known typing sera. Her results show that Blood Type A, Rh positive is required. Seconds are precious, but all depends on her accuracy as well as her speed. She checks by cross-matching the child's blood with some of the same type from the Blood Bank stock. In a matter of minutes, she is in the operating room with the blood needed to save the child.

All of the work of Medical Technologists is not so dramatic in demand for speed.

Let's look elsewhere in hospital laboratories at the Technologists who are under less pressure. They are using test tubes, stains, chemicals and many delicate instruments. One may be making a blood count which will tell the doctor if his patient is threatened with anemia. Another may be making a liver function test to see if a patient has infectious hepatitis. Others may be checking for evidence of other maladies, such as cancer or diabetes.

Let's move into one of the big pharmaceutical houses. Here Technologists are making analyses of medications for purity and strength. Without the careful work of hundreds of such highly trained people, it would have been impossible to produce the great quantity of Salk vaccine, to give just one example, when it was needed to protect the children of the nation from polio.

Or look into a research laboratory where many of us find the greatest challenge and reward. There Technologists are assisting in experiments, working directly with distinguished scientists whose careers are dedicated to the search for new knowledge and new remedies. It is a great moment when a discovery has its final proof and the Technologist can say, "I saw it happen—and I helped."

Some of our work is routine, some has great variety, but all of it is equally important in that the Medical Technologist's highly specialized skills free the doctor for the many other duties for which he is so greatly needed.

Before World War I, most practicing physicians had to perform laboratory tests for themselves. Only in large communities could they call on a pathologist for aid. (A pathologist is a specialist—a physician who is sometimes called a "doctor's doctor." He is an expert in laboratory procedures. His knowledge helps those doctors who have concentrated in other specialties to make decisions as to diagnosis and treatment of disease.)

As medical knowledge grew and as many new drugs were discovered, pathologists were swamped with work. So were doctors who maintained their own laboratories. They could not keep up with the increasing demand for the tests that were becoming more valuable—and more complicated—with each passing year. Through necessity,

Therefore, a student living at home can complete the necessary final year for no more than the cost of maintenance.

In many of the Approved Schools, students even receive a small stipend for the laboratory work they do as part of their training.

I know of no other field except nursing where training for so important a profession can be had for so little cost.

The financial future

There are nearly 24,000 Registered Medical Technologists (as well as many who are non-registered) in the United States today. It is estimated that 50,000 qualified laboratory workers will be needed by 1960. Therefore, graduates have immediate choice of many different positions—no need to worry about getting a rapid start when training is complete.

Salaries vary from one part of the country to another, as they do in all professions. The range for recent graduates is from \$3,400 to \$4,200 in hospitals. Positions in industry offer somewhat more. Those who advance to supervisory and teaching positions are well rewarded. Chief Medical Technologists and specialists in certain fields can earn \$6,000 or more, and rate of pay is steadily increasing.

The girl who wants to take a few years away from her career to have a family will find her skills in demand when she wants to return to work. If her husband's career calls for a transfer to a new territory, she can find a position, usually with no delay whatever, in their new home town.

Requirements for success

There is a place for many different temperaments in my profession.

Boys and girls who like to be surrounded by people will be stimulated by the busy life of a hospital. In large ones, they will become specialists. If variety of tasks is of greatest appeal, a small hospital provides something different every hour of the day. Laboratory work in a physician's office or a clinic usually calls for some direct contact with patients. The more retiring person will enjoy the laboratories where long months may be devoted to a special research project. Those with a talent for teaching are in great demand.



The work of skilled Medical Technologists is of vital importance in today's fight against cancer. Here, at the Papanicolaou Cytology Laboratory, a Technologist prepares slides of samplings of cells shed from body tissues for microscopic study, which may reveal the presence of cancer long before it could be detected by other means.

But any young person who chooses any branch of Medical Technology must have certain attributes:

A natural interest in the sciences. Is your child showing keen interest and making good grades in biology, chemistry, and other sciences in high school? Does she question about *how* things work? Is she interested in the reason one ingredient curdles a sauce and another doesn't? Curiosity about the why and wherefore, interest in cause and effect are important in the laboratory.

Accuracy. Does your child follow instructions carefully and make precise measurements? The youngster who is satisfied with a slap-dash piece of carpentry or sewing will be happier and more successful in another profession. The Technologist must be a perfectionist.

There is no such thing as being half right in a laboratory.

Reliability. Does your child carry through a task in faithful detail without supervision? Medical Technologists must be absolutely trustworthy. Lives often depend on their work.

Cooperativeness. Does your child do a fair share of work at home voluntarily? Does your child get along easily with older people, as well as those of the same age, and take criticism and suggestion good-naturedly? A Technologist is part of a team.

Capacity for patient, thorough effort. If your girl starts a piece of knitting, will she finish it rather than abandon it half done? Is she willing to go back and correct a mistake? Ability to complete a job, and do it well, is of prime importance in a laboratory.

Manual dexterity. Is your child deft? The Medical Technologist works with fragile glassware and delicate instruments. The laboratory is no place for a butter-fingers.

Steady nerves. Medical Technologists sometimes work under heavy pressure. They must be calm and efficient under stress. The excitable child who panics in emergency is not cut out for the laboratory.

Everyone is not suited for a career in Medical Technology. Those who are will find a warm welcome, a valued place in the absorbing world of science and a respected place in the community.

They will also find a satisfaction beyond the many tangible rewards—the sure knowledge that their chosen life work is of importance to others, as well as to themselves, because even the smallest duty in the laboratory contributes, in some degree, to the safety, health and comfort of mankind.



HOW TO HELP YOUR CHILD HAVE THE CAREER HE WANTS

Many factors will enter into your child's choice of a career: his interests, his ambitions, his abilities, the counsel he receives from teachers, friends and family. But, most of all, it will depend on his opportunities to get the training he needs to enter the field of his choice.

Even though his college days are still years away, it's never too soon to start making sure that your child will have the opportunity to continue his education when the time comes.

Your New York Life agent has chosen as his career the business of helping families plan for the future—for education, for retirement, for all the things which life insurance helps make possible. Through training and experience he has become a highly qualified specialist. You'll find him both able and willing to help you.

Booklets available on many careers

This article on Medical Technology is one of a continuing series on career opportunities for young men and women. Thus far, similar articles have been prepared on Newspapering, Law, Medicine, Accounting, Teaching, Architecture, Aeronautical Engineering, Electronic Engineering, Public Service, Farming, Chemistry, Selling, Nursing, Starting a Business of Your Own, Pharmacy, Dentistry, Banking, Printing, Home Economics, the Mineral Industry, Personnel Work, Retailing, Atomic Science, Librarianship, the Armed Forces, Engineering and Food Retailing. Each is available in booklet form and will be sent to you on request. You'll also find additional help in our free booklet, "The Cost of Four Years at College." Just drop a postcard to:

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they began to teach assistants to take over laboratory duties which require great skills of a doctor. Still the doctor is under. The logical solution is to study standardized training. And so a new sick, but Our patients, by Registered

Laboratory analysis of body fluids is an important part of Medical Technology. These Technologists are determining certain chemical constituents of a blood sample through titration.

Required training

There are short cuts to employment in laboratories, but the young person who wants a career as a Medical Technologist and a chance at the most interesting work and the highest pay—rather than just a job—needs a minimum of two years in college and another twelve months in a School of Medical Technology which is connected with a hospital, medical school, or State Board of Health and which has been approved by The American Medical Association.

Such preparation leads, after examination, to a Certificate from the Registry of Medical Technologists of The American Society of Clinical Pathologists and the right to place M.T. (ASCP) after one's name. In other words, the student has won the title: Registered Medical Technologist.

Some colleges give a Bachelor's Degree in Science after three years of college and one year in an Approved School of Medical Technology.

The student who wishes to specialize in one particular type of laboratory work may do so without taking the twelve months' course in Medical Technology, provided he holds a college degree and has taken certain required science courses.

A college degree obtained in either of these ways is the best start for a career, since it leads to more advancement and greater responsibility. Many young Technologists, however, go to work after three years of study and work for their degrees around the edges of a job. This is practical and convenient, since so many laboratories are in hospitals connected with universities.

Cost of training

One of the many attractions of my profession is that training is markedly less expensive than in many comparable fields. The cost of college preparation varies, of course, depending on the college chosen, but, of the more than 650 Approved Schools of Medical Technology, about two-thirds make no charge whatever for tuition.

*It's got the stamp
of something special*

JOIN
"LES GIRLS"
AND SEE A WORLD
OF ENTERTAINMENT!



*"Les Girls" rhymes
with "playgirls"!

Something to watch for at your
favorite motion picture theatre.

ANIMALS



WITH HORNS LOCKED, THE SHEEP ON RIGHT TRIES TO TWIST HIS OPPONENT'S NECK AND FORCE HIM TO GIVE IN

A SHEEP'S HALF NELSON

Once a year in the Atlas Mountains of Africa the males in the flocks of the native Barbary sheep fight for dominance of the herd in a sheep's version of Indian wrestling. Obeying their instincts, despite the fact that they were living in a zoo near Hamburg, Germany and that zookeepers would separate them before the fight was decisive, the two rams

shown above squared off. They repeatedly lunged at each other and locked their horns, each trying to twist the other's neck. Then they backed away, eyed each other gravely and went at it again. The smack of horn meeting horn brought zookeepers and tourists on the run. At that point the two politely unlocked horns and walked indifferently away.

Go, man, go! Here's your
quick, refreshing lift!



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How you get worn out doesn't matter! You could be beating drums, beating the clock, or beating a rug! The niftiest way to get new zing when you need it, is with sparkling 7-Up. Just one bottle gives you new energy in from two to six minutes! Gives you a fresh, clean taste at the same time. Who could ask for anything more?

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Walt Disney Studios
ZORRO®
Daring, dashing
adventure
Every week on
ABC-TV

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Nothing does it like Seven-Up!





*Why buy another
tube of tooth paste?*

Ipana[®]
is here

New squeeze bottle dentifrice flows



**Outlasts
3 giant-size
tubes!**

SAVE UP TO 40¢

Ipana Plus is a real
bargain at \$1.19 because it
gives more brushings
than *three* 53¢ tubes!

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



ACTUAL SIZE: Fits easily on any bathroom shelf!

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Plus ere !

on easily...



...no waste...no mess!

New flowing formula leaves teeth feeling cleaner,
whole mouth fresher than tooth paste!*

Just *looking* at it, you know you're going to like it—this wonderful new way to brush your teeth. Once you *use* new Ipana Plus...well, you'll just never go back to your tooth paste tube again!

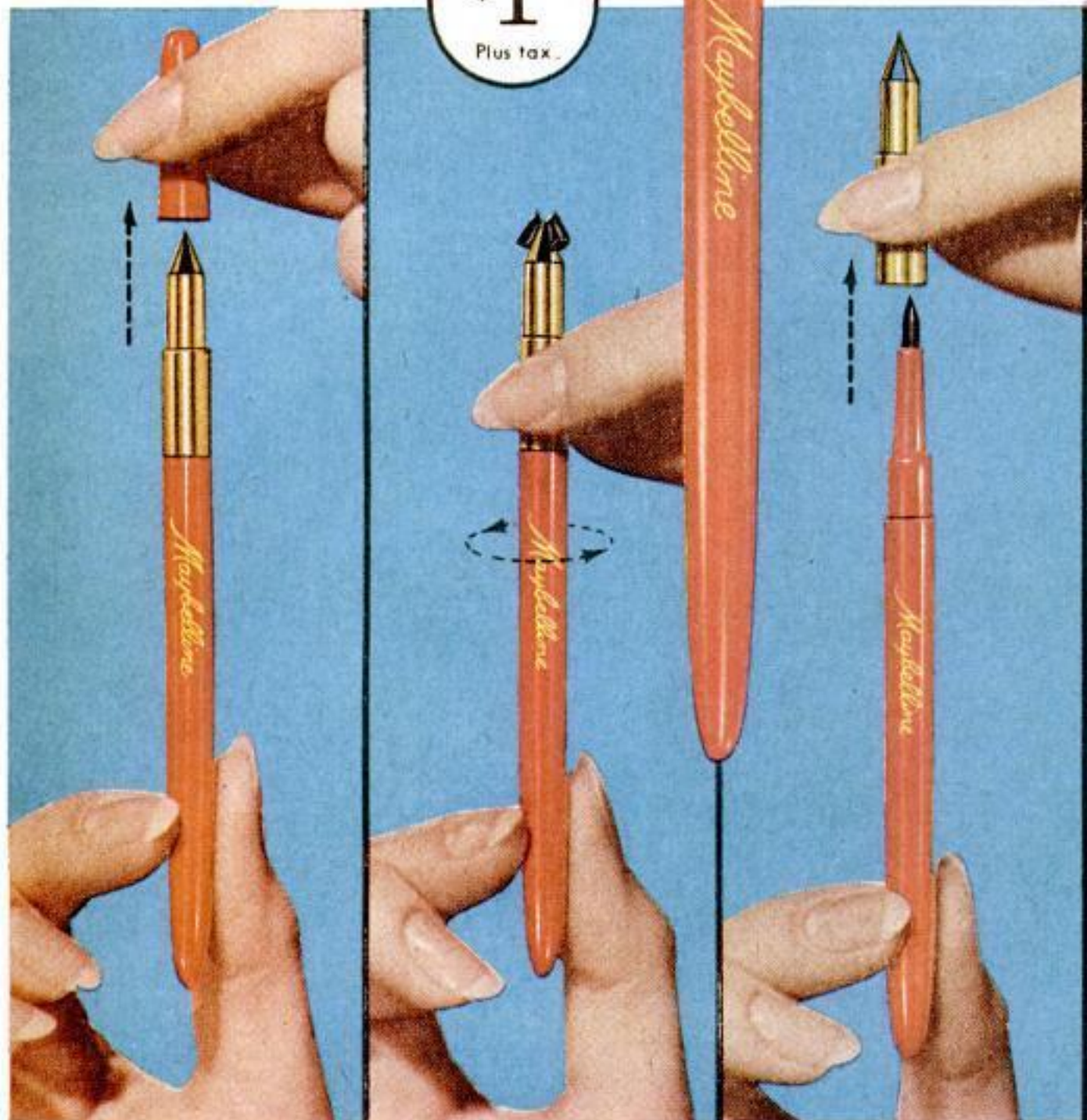
New Ipana Plus is so much *easier* to use. A gentle squeeze, and just the right amount flows onto your brush. Stop squeezing, it stops flowing. No waste or mess ever. Unbreakable plastic bottle keeps its neat, new look from the very first squeeze to the last.

New flowing formula is ready to go to work quicker than any tooth paste. It penetrates tiny, hidden crevices between teeth. *Most people who tested it—even against their favorite paste—said Ipana Plus left their teeth feeling cleaner, their whole mouth more refreshed. (With kids who tried it, it was love at first taste!)

Start brushing with new Ipana Plus today. Until you do, you'll just never know how clean your teeth and mouth can feel!

Maybelline announces the perfect self-sharpener eyebrow and eye-liner pencil

\$1
Plus tax.

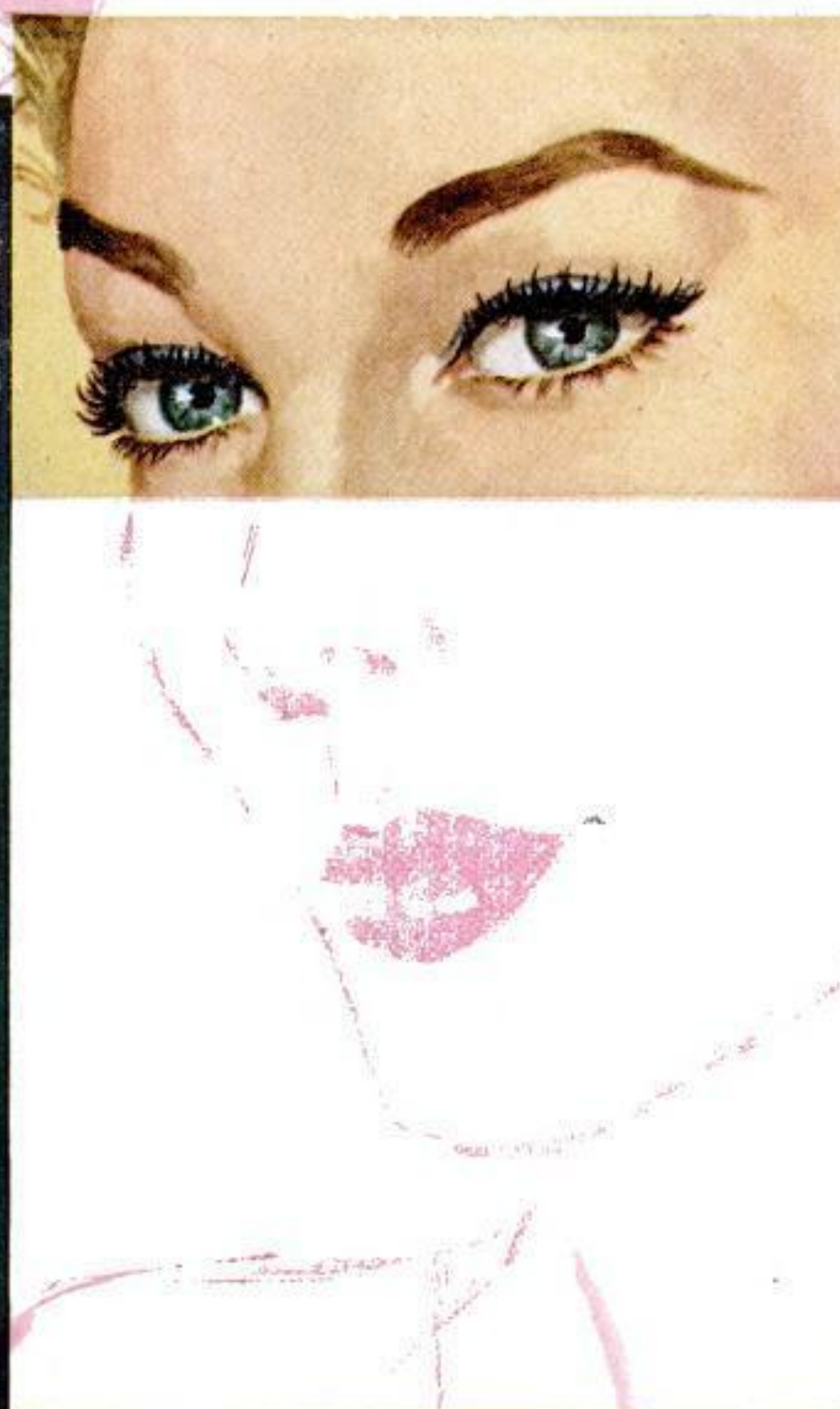


Surprise Inside! One that means far lovelier brows for you. Slide off the cap, find a foolproof *built-in* crayon sharpener! Of golden metal, it won't jam, clog or break crayon. Just a twist, and you have a point like new every time.

Strokes Finest Lines... for more natural-looking brows. Now it's easy to form delicate, fine hair-lines! The effect is so

subtle, no one need know you've improved on nature.

Adjustable Crayon... Twirls to the length most suitable for you. Crayon won't fall out! Choice of 6 subtle shades to harmonize with your individual coloring. Velvet Black, Dark Brown, Light Brown, Auburn, Parisian Grey and the fabulous new Blue-Green. Twin Refills, 43¢.



A—Expressive Brows in Seconds

Use soft, feathery strokes along the natural arch of your brow. (Avoid a "moon-shape" or hard straight line.) Accent the beginning of brow first: lift and taper toward end. Soften the effect with your fingertip.

B—Make Your Eyes Appear Larger

Do as the models do—line your lids. It's easy! With soft Maybelline crayon draw a line at base of your lashes. Start with a fine line near inner corner of eye, broadening it as you progress to outer corner. Finish with "up-swoop." If you wish, soften the effect with fingertip. You'll be amazed how much larger and more brilliant your eyes will appear.

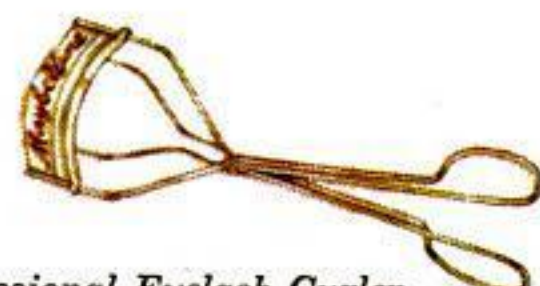
Maybelline

PREFERRED BY SMART WOMEN THE WORLD OVER

Crayon Refills
Solid or Cream Mascara



Precision Tweezers



Professional Eyelash Curler



Jewel-tone Iridescent Eye Shadow Stick

COLORFUL EYE MAKE-UP IS TALK OF FASHION WORLD

by DIANE WILLIAMS

The idea started in Paris, and has already "caught on" in New York. Colorful eye make-up is the rage! Mascara, eyebrow pencil, and now eye shadow are looked on by fashion magazines as *necessary* accents to the complete costume—necessary as gloves or purse! Lip make-up is being toned down to focus attention on the eyes.

As famous models and movie stars have known for years, nothing does so much for a woman as beautiful eyes. And luckily, *every woman can have beautiful eyes*. All it takes is the right eye make-up.

And eye make-up is so easy to use! Just be sure you purchase the safe and time-tested products made by a beauty-house that specializes in eye make-up alone. For very little money you can have a complete eye make-up wardrobe—and oh, how much more beautiful you will be!

Begin with your brows. Tweeze stray hairs—but don't interfere with the natural brow-line. *Perfect* the line instead with light, feathery strokes of Eyebrow Pencil. Use a shade just slightly darker than your hair. Fill in sparse spots, and soften the effect with your fingertip.

Next, *line* your lids to make your eyes seem larger and brighter. Use a self-sharpening pencil so you can achieve a *fine* line, and experiment with various shades of crayon for the best effect. (Liner crayon need not match eyebrow crayon.) Stunning results can be obtained with a fabulous new Blue-Green shade. Very soft, subtle, and flattering!

Now you're ready for Mascara... brush it on from base to tips of your lashes. Instantly they will look longer, thicker... even pale, skimpy lashes can become absolutely glamorous! If you weren't blessed with naturally curly lashes, use an eyelash-curler... the *cushioned* type that gives you a wide-eyed look *gently*.

Finally, add delicate color to your eyelids with Eye Shadow... available now in *stick* form, so it's easy to apply. Directions for cleverest use on *your-type* eyes come with this stick. Choose from iridescent jewel-tones: Sapphire Blue, Emerald Green, Turquoise, Blue Pearl Grey, and Amber Brown. A blend of two shades is beautifully dramatic for evening wear. Day-times, just a hint of color makes eyes seem larger, brighter, more interesting.

Don't cheat yourself of beauty—use Maybelline eye make-up *every* day. It does *so much* to make you lovelier!

Favorite catch for fathers and sons... **BLUE BELL** sport shirts!



bright-and-charcoal plaid

Dan River Wrinkl-Shed® pre-shrunk, colorfast gingham. Short sleeves, convertible collar. Men's sizes S-M-L, about \$2.98; boys' 2-6, \$1.79; 6-16, \$1.98.



cool 'n' comfortable

colorfast Dan River® cotton, pre-shrunk in cheerful plaid-on-grey. Handsome for dress, perfect for play. Short sleeves, convertible collar. Men's sizes S-M-L, about \$2.98; boys' 4-16, about \$1.98.



smart new Heatherette

Blue Bell-styled for perfect, comfortable fit. Easy to wear and care for... Sanforized, colorfast in heathery tones. Short sleeves, convertible collar. Men's sizes S-M-L, about \$2.49; boys' 2-6, \$1.69; 6-16, \$1.98.



solid colors, solid comfort

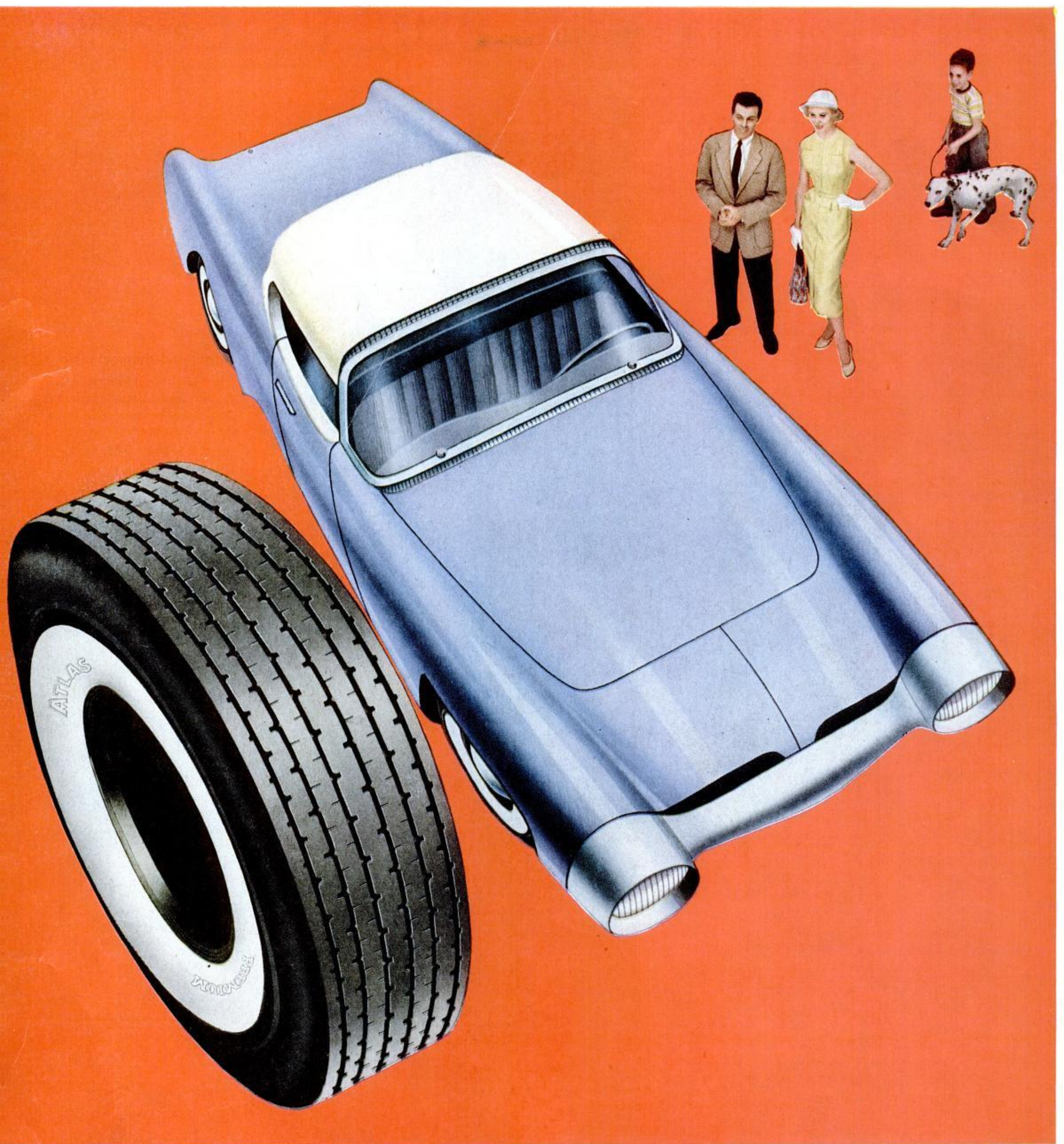
Blue Bell tailored Dan River Wrinkl-Shed® chambray. Tubfast, pre-shrunk, in solid colors. Long sleeves and convertible collar. Men's sizes S-M-L, about \$2.98; boys' sizes 4-18, \$1.98.



look for the Blue Bell Qualitag —your money-back guarantee

Long-wearing, low-priced Blue Bell casual clothes for everyone in your family

At your favorite store—or write Blue Bell, Inc., Empire State Building, New York 1, N. Y., for name of your nearest dealer.



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NO FINER TIRE IN THE WORLD

the Atlas Premium Tire with miracle **VIPRENE***
—toughest, safest tread material made

in sheer driving *satisfaction*! Because it's a lighter tire, it gives you an easier steering, better balanced, softer ride — further increasing the comfort the manufacturer has engineered into your car!

GUARANTEED FOR 2 YEARS. There is no finer tire in the world than the Atlas Premium. Clean, sleek, with black buffing strip to protect its trim like the world beater it is. What's more, this tubeless tire is guaranteed in writing for two years. Ask your local Atlas dealer.

ATLAS TUBELESS CUSHIONAIRE TIRE. The same engineering know-how which developed the Premium Tire also produced the Atlas Cushionaire—now available tubeless or with tube. Both styles are sold and guaranteed by 38,000 Atlas dealers in the U. S. and Canada.

VIPRENE, an entirely new, almost unbelievably durable tread material, has made it possible to produce the new Atlas Premium Tire — the most amazing tire engineering advance in a generation. Here is a tire custom-manufactured to today's driving conditions. It will accommodate with safety all the automobile horsepower you will ever use for turnpike or modern highway driving.

VIPRENE is so tough, so long-lasting that Atlas engineers have been able to build premium mileage into the new tire without loading the crown with surplus heat-generating tread material. By reducing the danger of heat build-up — greatest of tire killers — the Atlas Premium gives you a far greater margin of *safety* than any other tire tested.

AS BLOWOUT-RESISTANT as any tire made, the Atlas Premium combines more in safety with more

ATLAS PREMIUM TIRE

The only tire as advanced as today's most advanced cars



Wonderful for gifts, G-E Coffee Maker fits right in with every decor. Makes serving easy—merely tilt to pour the first few cups.

Delicious coffee every time — every day — with the new G-E Automatic Coffee Maker! Brews 2 to 9 cups... only \$29.95*

Designed for everyday use, the new G-E Coffee Maker lets you brew perfect coffee the easy automatic way all the time. Not only when you entertain—but every day... for breakfast, lunch, dinner.

The new G-E Automatic Coffee Maker is specially designed to make as few as 2 cups or as many as 9, perfectly! You always get rich, delicious coffee... coffee that tastes *exactly* the way you like it. And it's so easy, so quick!

No watching... no timing. Just put in coffee and water, and set the control for

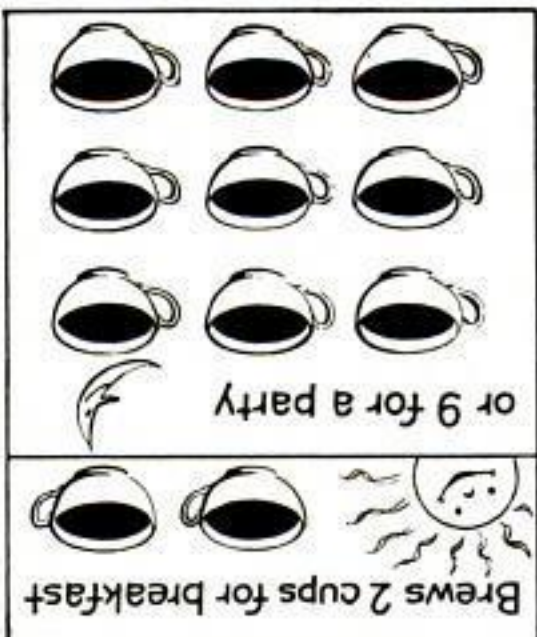
It's wonderfully quick, too. This new G-E Coffee Maker has an extra-powerful heating unit... it brews 2 tasty, full-bodied cups in less than four minutes, 9 cups in less than fifteen minutes.

Do stop in at your G-E dealer's and see this gleaming beauty... soon. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

* Manufacturer's recommended retail or Fair Trade price.

GENERAL ELECTRIC

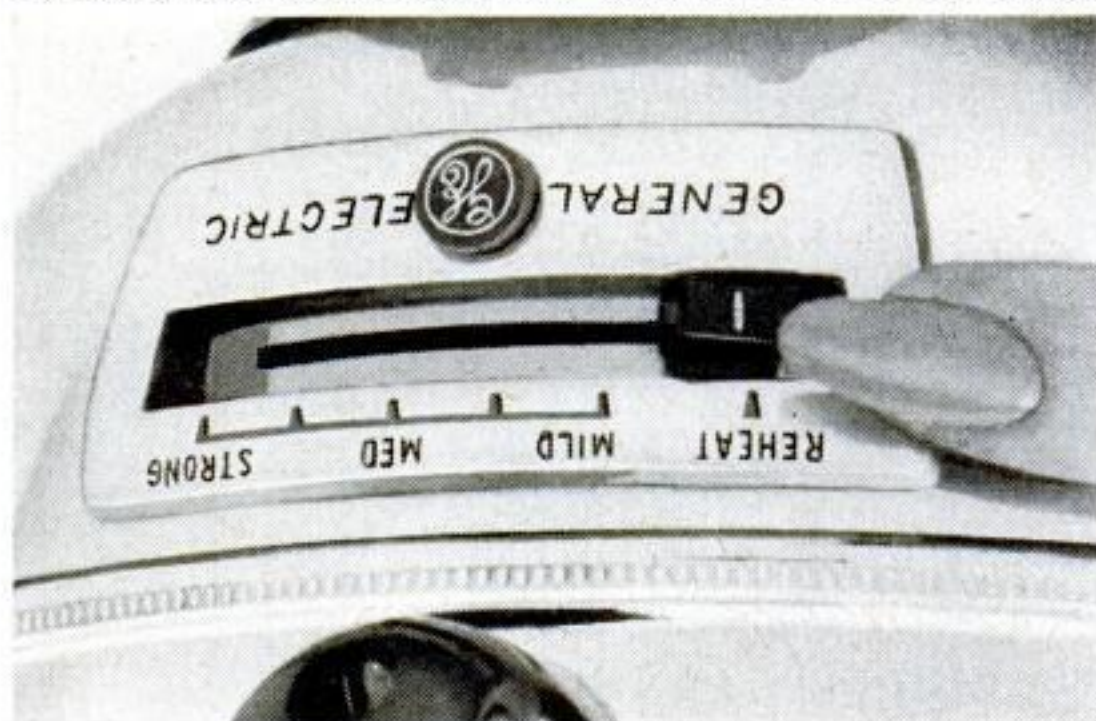
Progress Is Our Most Important Product



Every cup is delicious. G-E is designed to perk small amounts of coffee perfectly... you need only one size coffee maker—for 2 cups or 9.

Easy to clean. Wide-mouthed top opening lets your hand get down inside the G-E Coffee Maker for quick, thorough, easy washing.

Coffee the way you like it. Brew Control lets you select the exact strength you prefer—mild, medium or strong, or any strength between. Coffee stays piping hot until served. And the G-E Coffee Maker has a special setting that allows you to re-heat leftover coffee without re-perking it.





FRANTIC FUGITIVE CARL SCHAFFNER (ROD STEIGER) TRIES TO ESTIMATE THE CHANCES OF RESCUING HIS PET

SNARE FOR OUTLAW

The adventure tales of the British writer Graham Greene always reach deeper than adventure. *Across the Bridge*, a short story made into a movie released by J. Arthur Rank, starts as a chase. An arrogant international financier, his crooked schemes exposed, runs for haven to Mexico. But even as his flight grows more tense the movie changes into a pitiless look at the moral disintegration of a man breaking up under the brutal backlash of his own brutal acts.

In the end the fugitive is left pain-racked and alone, whimpering on the Mexican side of a bridge across the Rio Grande. Whimpering on the U.S. side, and tantalizingly tied 50 feet beyond the reach of the desperate man, is his last friend, a dog. While police who are using the dog as a lure watch from the U.S. side of the border the frenzied financier paces the bridge trying to decide whether to risk a long term in prison by a dash to retrieve the dog.

CONTINUED

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BUILDING MATERIALS
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WHATEVER YOU NEED



Find It Fast
In The
Yellow Pages

Ads with this emblem
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the one
CREME de MENTHE
that tastes
best of all!



Creme de
Menthe Frappé

After-dinner
Creme de
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Carefully produced in the U. S. A. from its
original old-world formula by "The most
celebrated name in cordials since 1695"

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FRUIT FLAVORED BRANDIES • NATIONAL DISTILLERS PRODUCTS CORP., N. Y.

SNARE FOR OUTLAW CONTINUED



DRIVEN WILD by the prospect of friendless days in a hostile country, the
agitated man who had once been strong risks his freedom in dash for his dog.



RUN DOWN by a police automobile which roared from U.S. side of river and
accidentally hit him, fugitive, mourned only by his pet, lies dead in roadway.



YOU ARE LOOKING at an actual 60-second Polaroid Land picture. It was taken with the remarkable new panchromatic Polaroid Land Film. The engraving was made directly from an enlargement of the original print. Notice the

critical sharpness of the child's hair, the delicate facial tones. Today's Polaroid Land Camera not only gives you finished pictures in 60 seconds—but pictures of superb quality. For as little as \$72.75 you can own a Polaroid Land Camera.



POLAROID CORP., CAMBRIDGE, MASS. POLAROID™

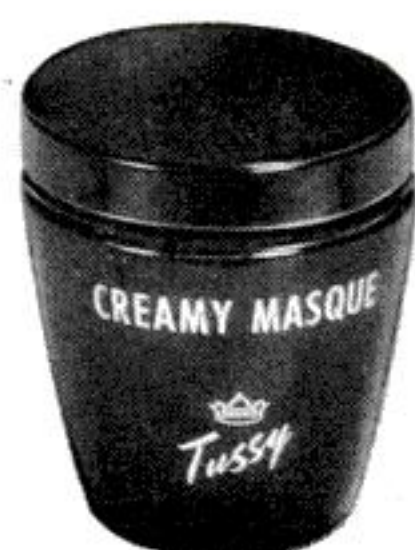
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wakes up your skin
with the triple-action treatment
that cleans, clears and colors
you with a glow.

First, it cleans down deeper
than any soap can. Then
it "lifts out" blackhead-forming oil
and grime. And when you
rinse away, it gently stimulates.
Leaves your skin radiant.

to be as lovely as you can be...



TUSSY creamy masque

9 oz. jar \$3... 4½ oz. \$1.75... 2 oz. \$1. Plus tax. On Canadian counters, too... Her lipstick... Tussy's Contraband.

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THE BIG BREAKTHROUGH THE BIG BREAKTHROUGH THE BIG BREAKTHROUGH THE BIG BREAKTHROUGH THE BIG BREAKTHROUGH THE BIG BREAKTHROUGH CONTINUES FOR YOU IN '58!

The Advance Design that made the Big Break-through this year in automotive thinking will pick up even more momentum in '58! You'll find exciting new features in both appearance and performance! You'll get even more value than ever before!

In *appearance*, The *Forward Look* cars for '58 will have the breath-taking look of leadership! Clean-lined silhouettes . . . handsome new grilles . . . new taillight glamour. Exciting new colors . . . decorator interiors. And

flowing, functional fins, so basic to the years-ahead styling of the five great cars of The *Forward Look*.

As to *performance* for '58, you'll find a totally new experience in the *controlled* ride that comes from new Constant-Control power steering that works full-time . . . full-control stopping with safer, surer exclusive Total-Contact Brakes . . . new, smoother, quieter, more economical engines, plus the comfort of Torsion-Aire suspension that

levels your ride, stops dip, jounce and sway, as no other system of suspension can do—and at no extra cost!

But you'll want to compare for yourself the new features that will make ownership of a Chrysler Corporation car even more of a pleasure, even more of a value, even more of a source of pride in '58. For only from Chrysler Corporation come cars of Advance Design.

COMING YOUR WAY NOVEMBER 1—SEE THEM AT YOUR NEARBY DEALER'S

FOR '58, MORE THAN EVER, THE *FORWARD LOOK* IS THE ADVANCE DESIGN



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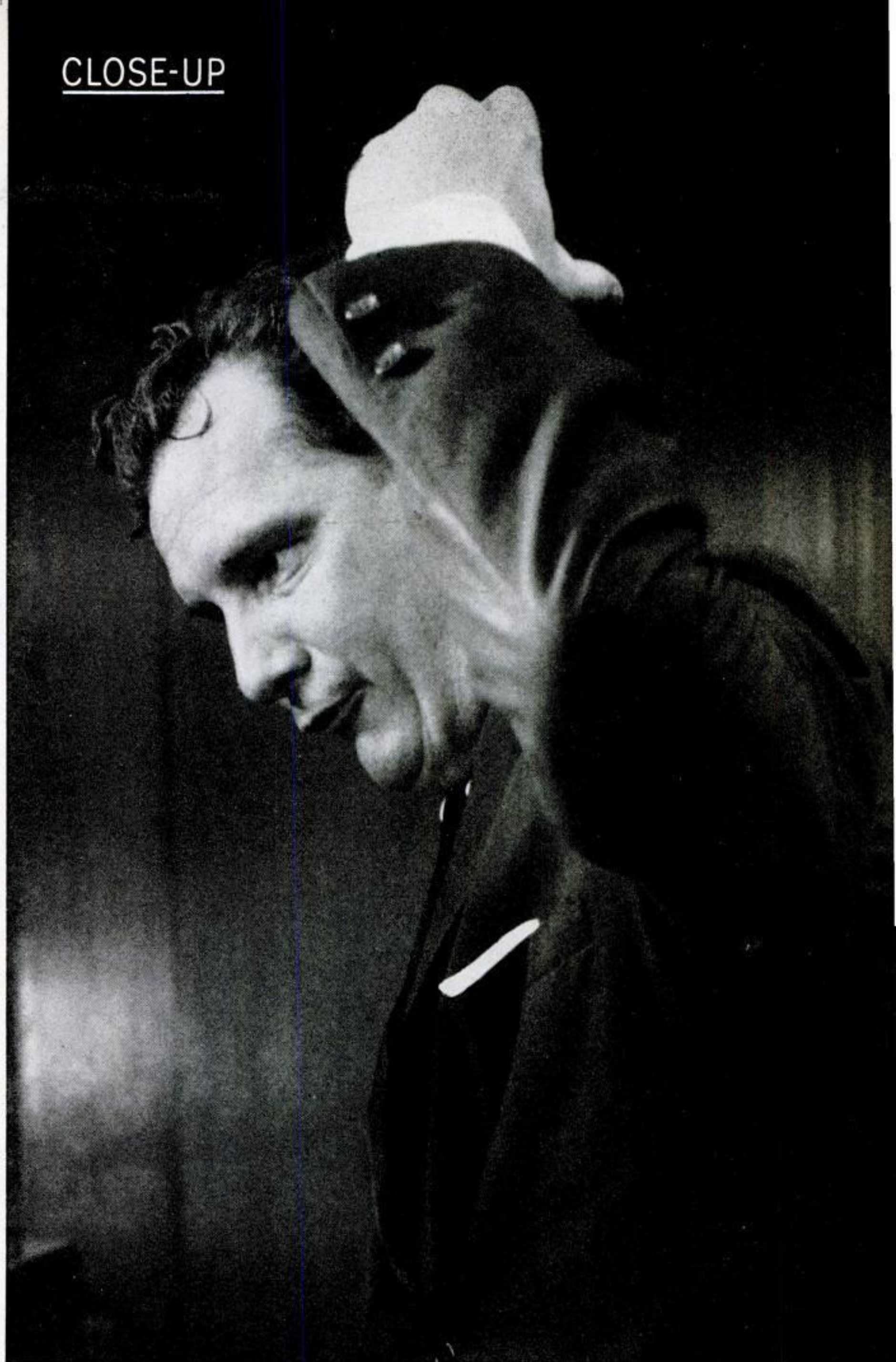
Defender for the Unpopular



WILLIAMS meets client James Hoffa at federal court in New York preparatory to Hoffa's scheduled appearance this week on wiretap case.

"Jimmy Hoffa is certainly one of the most dynamic men I have ever encountered. But in my business you are dealing with people at a time in their lives when they are in deep trouble. This brings out the best in them."

CLOSE-UP



EDWARD BENNETT WILLIAMS demonstrates the courtroom technique that has helped him win so many cases.

"Running a trial is a lot like making a movie—but infinitely harder. It requires direction, production and

writing. But you can't fictionalize and there are no retakes. Finally, the ultimate stakes are so much bigger."

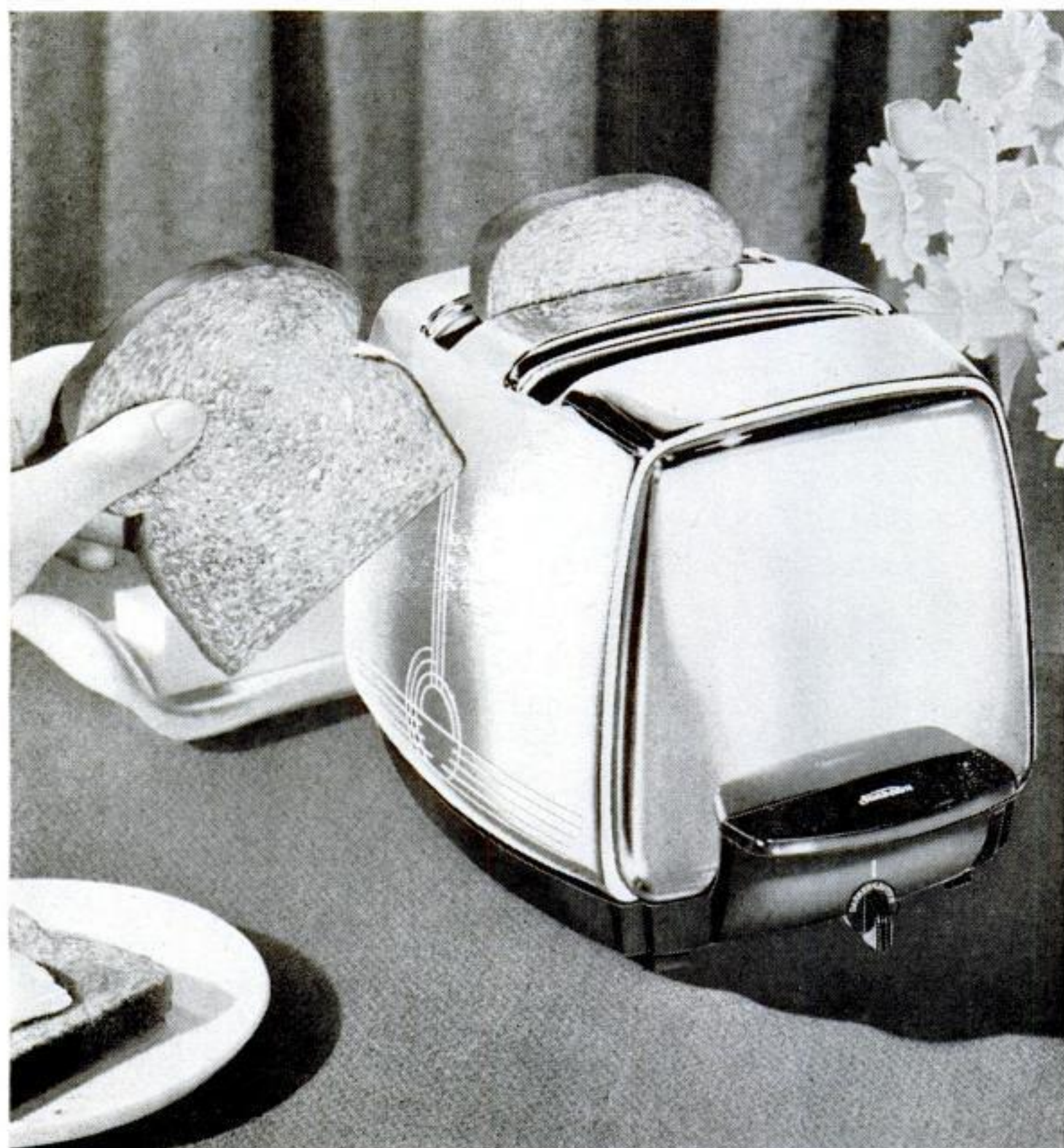
I TRY law cases," says Edward Bennett Williams. "I'm not interested in my clients' philosophies or in the fact that they may be socially obnoxious. They come to me for counsel and I provide it within the limits of integrity. After all, the Sixth Amendment in the Bill of Rights does not read: 'Every accused person is entitled to counsel except Frank Costello and Jimmy Hoffa.' " Acting on that principle, Williams, who in the last few years has skyrocketed to top prominence in U.S. criminal law, is now defending or has successfully defended both Mr. Costello and Mr. Hoffa.

Mr. Williams earns nine tenths of his estimated \$150,000 income not on headline-grabbing cases but on the "good, hard bedrock stuff" of a Washington, D.C. practice. Born in Hartford, Conn., he was fascinated from boyhood by courtroom drama ("Trial law is what I like—anything else bores me") and on graduation from school did a rare thing for a promising young lawyer. He passed up a chance at corporation law to take the comparatively unremunerative job of trial lawyer for a Washington firm. For four years he handled small claims until he was tired of it. "After all," he

The only completely automatic toaster!

Sunbeam AUTOMATIC TOASTER with RADIANT CONTROL

- Bread lowers automatically — no levers to push
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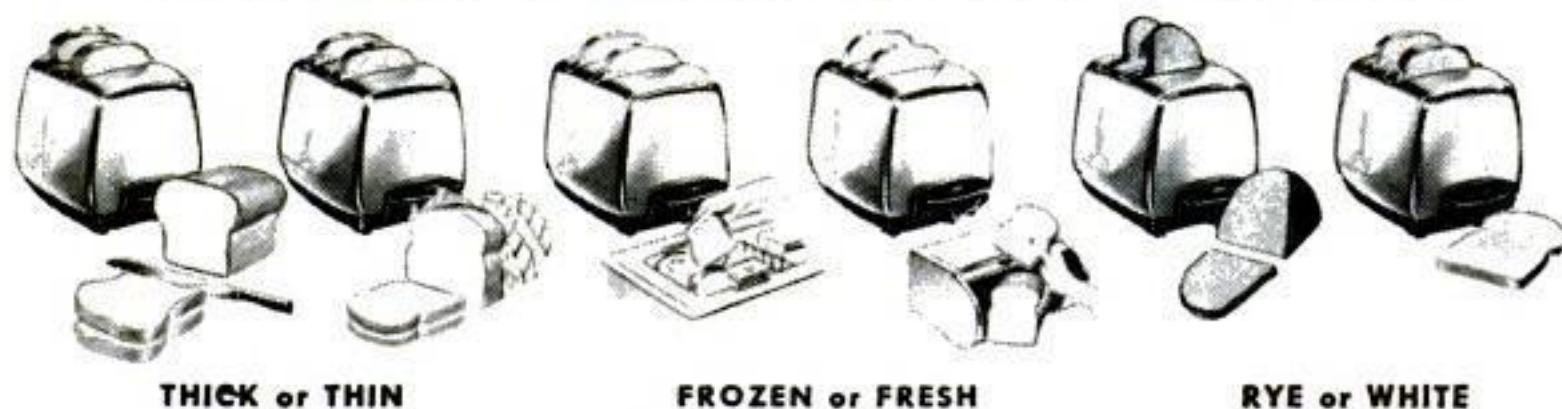
Automatic Beyond Belief!

The Sunbeam Automatic Toaster with exclusive RADIANT CONTROL is the only completely automatic toaster. No levers to push, no motors to wear out. Sunbeam RADIANT CONTROL automatically adjusts toasting cycle to moisture content of bread. You get toast just the way you want it regardless of whether bread is thick or thin, frozen or fresh, rye or white. You can even reheat a piece of toast without burning.

Ask your dealer to show you the new Sunbeam Toaster Today.

Only \$28.50 Manufacturer's recommended retail or Fair Trade price.

GIVES YOU UNIFORM TOAST EVERY TIME



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WILLIAMS CONTINUED

recalls, "there are only a certain number of ways you can get hit in the backside by a streetcar. No element of surprise."

In 1949 Williams set up a one-room office and was on his way. He defended Senator McCarthy on his income tax case and got him a rebate. He defended a leftist screen writer on a contempt charge and got him off with a \$150 fine. He defended *Confidential* magazine against a post office ban and won. He defended OSS Lieut. Aldo Icardi on a perjury trial (*LIFE*, May 7, 1956) and won. He saved Frank Costello from deportation and, last summer, got Jimmy Hoffa acquitted in a bribery case which U.S. officials thought they had sewed up tight.

It is not crusading zeal but his love of trial law that has led Williams to take the unpopular side in so many cases. He is, however, proud of his election to the board of directors of the American Civil Liberties Union. "The trouble is," he says, "that the defense of liberty has lost its prestige. The defense of property pays off better in dollars and cents and so we lawyers have become a profession of business negotiators and handholders."



WILLIAMS confers with client Frank Costello. Last week Williams moved to set aside his conviction for income tax evasion on grounds U.S. used wiretap evidence.

"Anytime you represent a controversial character you have a problem. Most people just don't understand what the rights of Costello are. Sure, he's an unpopular figure, but after all, I'm not running him for Vice President of the U.S. I'm representing him as a lawyer at court."

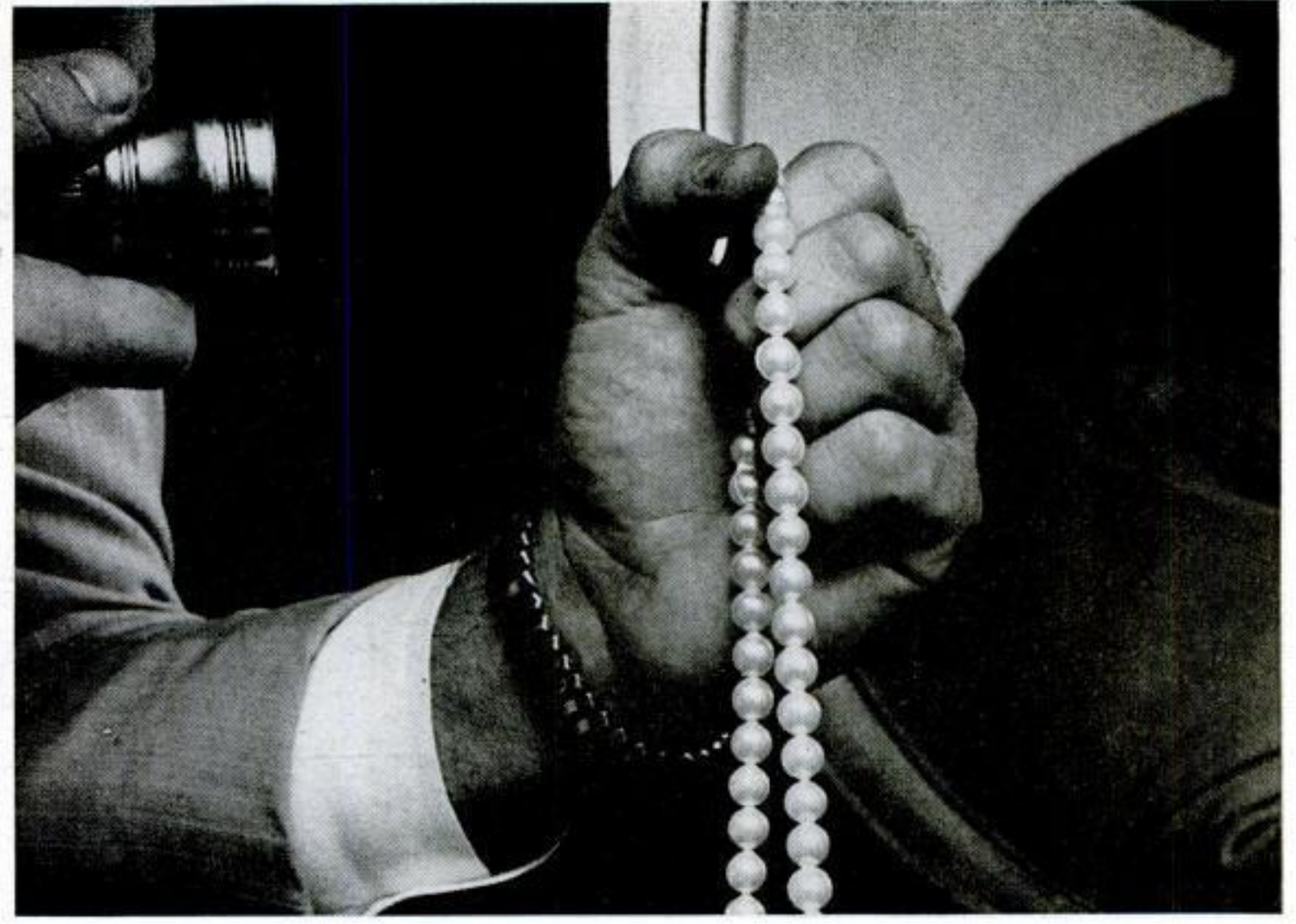


IN Williams' Washington office he has set up a law clinic where he holds "diagnostic conference" with colleagues in his firm, Agnes Neill and Thomas Wadden (right).

"I conceived of the clinic idea much as a medical clinic, complete with specialists. We have specialists here in labor, tax, criminal and international law. If our diagnosis is wrong it becomes a matter of public record. If a doctor's diagnosis is wrong you don't usually know about it."



FIRE INSURANCE . . . "must" coverage for everyone—forms the central core of protection in Hartford's "Package."



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Why buy *three* policies—and pay *three* premiums? One Hartford "Package" Policy is much simpler all around.

There's the *Fire Insurance* protection you need in the Hartford "Package," of course. *Plus* windstorm, hail, lightning, smoke damage, glass breakage, vandalism and explosion insurance for your home and just about everything in it . . .

You also get *Theft Insurance* that pays you for losses of clothing, furniture, appliances, silverware, linen and

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Your protection program is further rounded out with *Liability Insurance*. This takes care of your own personal liability for accidents at your home or resulting from a wide range of activities away from home.

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to keep track of . . . one renewal date . . . one premium. It's modern. It's convenient. *And it may save you as much as 20% of what separate policies cost!*

Think it over. You can begin enjoying the advantages of a Hartford "Package" Policy this week. Your Hartford Fire Group Agent will arrange to give you credit for present policies, and set up a budget payment plan for the new one, if you like. See him for details. Or mail the coupon for free folder.

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Please send me your free folder about this modern Hartford "Package" Policy.

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Friends and Clients



IN New York, where Williams usually spends three days a week, he lunches at Toots Shor's restaurant with close friends (and clients) Joe DiMaggio and Toots himself.

"Joe and I have often talked about our kind of 'contest living' as the hardest form of livelihood. In trial law and baseball you're expected to win. I'm supposed to win every case no matter how impossible it may be. But there are certain ones you take which just can't be won."



WILLIAMS makes a phone call from apartment of client and television star Faye Emerson, whom he is representing in her divorce proceedings with Skitch Henderson.

"Show people in many ways are the best clients. They are accustomed to hiring business agents and press agents and trusting their futures to them, so they don't find it difficult to do the same with a lawyer. They follow your advice and don't try to second-guess you."

CONTINUED

WEATHERSTYLE: Handsome patterns and colors in soft, luxurious tweeds and Shetland styles. Smartly tailored, wonderfully comfortable and water repellent for all-weather wear. **\$34.75**



Alligator ... the coat you'll live in!

More than a coat—a companion! Alligator's all-weather elegance is luxury you'll live in—rain, sun, cold. You'll like the unmistakable flare and drape of an Alligator coat... the full-cut comfort for easy-fitting freedom at all times. Choose from luxurious outercoats to feather-light rainwear in many fabrics, styles, colors... all water repellent or waterproof... all exceptional values from **\$9.50 to \$53.75**



GALECLOTH: A tightly woven blend of 50% Dacron* and 50% long staple cotton. Ideal for drizzle, downpour, threatening days, chilly evenings. Water repellent. Wrinkle-resistant. Can be washed or dry cleaned. **\$24.75**

*DuPont Polyester Fiber

GOLD LABEL: America's most wanted gabardine. A classic favorite in rich, smooth all wool worsted. Full-cut comfort, ideal weight. Water repellent for year 'round wear, correct for every occasion. **\$41.75**



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Wake up Wonderful!



Feel the difference between "firmness" and "hardness"! Get the restful, buoyant firmness of Beautyrest!

The firmness of a Beautyrest refreshes you completely because it has gentle, *buoyant* firmness—pushing up and properly supporting every tired part of your entire body.

No other mattress is so right, so relaxing. No other mattress is made like Beautyrest.* The pictures below show

you the important difference.

Beautyrest is made with twice as many springs as an ordinary mattress. More important, each spring is independent and free to push up and support the weight and shape of your body. And it is this *buoyancy* that is best for comfort, best for rest, and best

for your back, too. And it means two can sleep together in separate comfort. **11-year research proves more refreshing rest.** Beautyrest firmness was tested during 3,142 scientific sleep tests measuring mental and physical reactions of actual sleepers.

Result: *Beautyrest firmness was proved*

to give more refreshing sleep than any other type of mattress. Tests conducted by the United States Testing Co., using methods developed by the Sleep Research Foundation.

Beautyrest at \$79.50 costs least to own, in spite of its costlier construction. Endurance tests prove Beautyrest lasts 3 times longer than any of 20 mattresses tested. With a 10-year guarantee, costs only about 2¢ a night.

For firm protection, more refreshing rest and long-lasting economy...choose Beautyrest. Normal-firm or extra-firm model...extra-wide and extra-long also available. Sleep on Beautyrest tonight . . . tomorrow, wake up wonderful!

"ORDINARY" MATTRESS



Joined-together springs sag together! Because they're wired together, these springs can't push up to support the weight and shape of your body. 200-300 springs in an ordinary mattress . . . and they all sag together.

BEAUTYREST MATTRESS



Separate springs give full, firm support! Beautyrest has over 837 independent springs. Free to push up and firmly support your back, your weight, your shape. Only with Beautyrest do you get correct, sag-proof support!

Simmons
WONDERFUL
Beautyrest

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Modess introduces the flexible tampon

...a tampon you can trust even on "first" days



SHAPES TO FIT YOU

The flexible Modess Tampon conforms to inner body contours, leaving *no area unprotected* (often the cause of embarrassing accidents with old-style rigid tampons).

TWICE AS PROTECTIVE

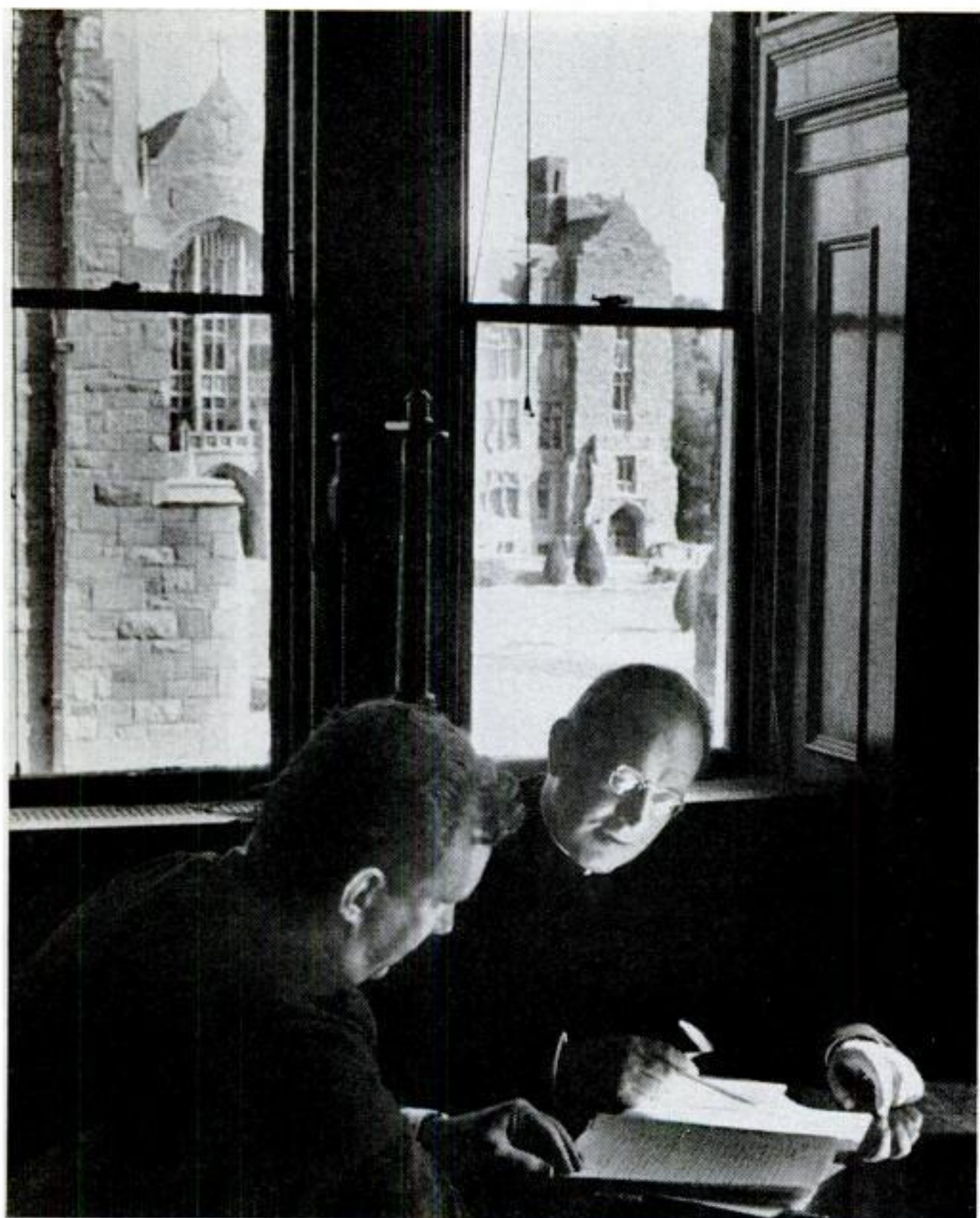
Gives twice the protection, more absorbency than any other tampon—safe as a napkin. Most women will need no extra precautions, even on "first" days.

BLESSEDLY COMFORTABLE

Modess-soft and dainty . . . easy to insert with slim, individual applicators. Regular, Super, or Junior.

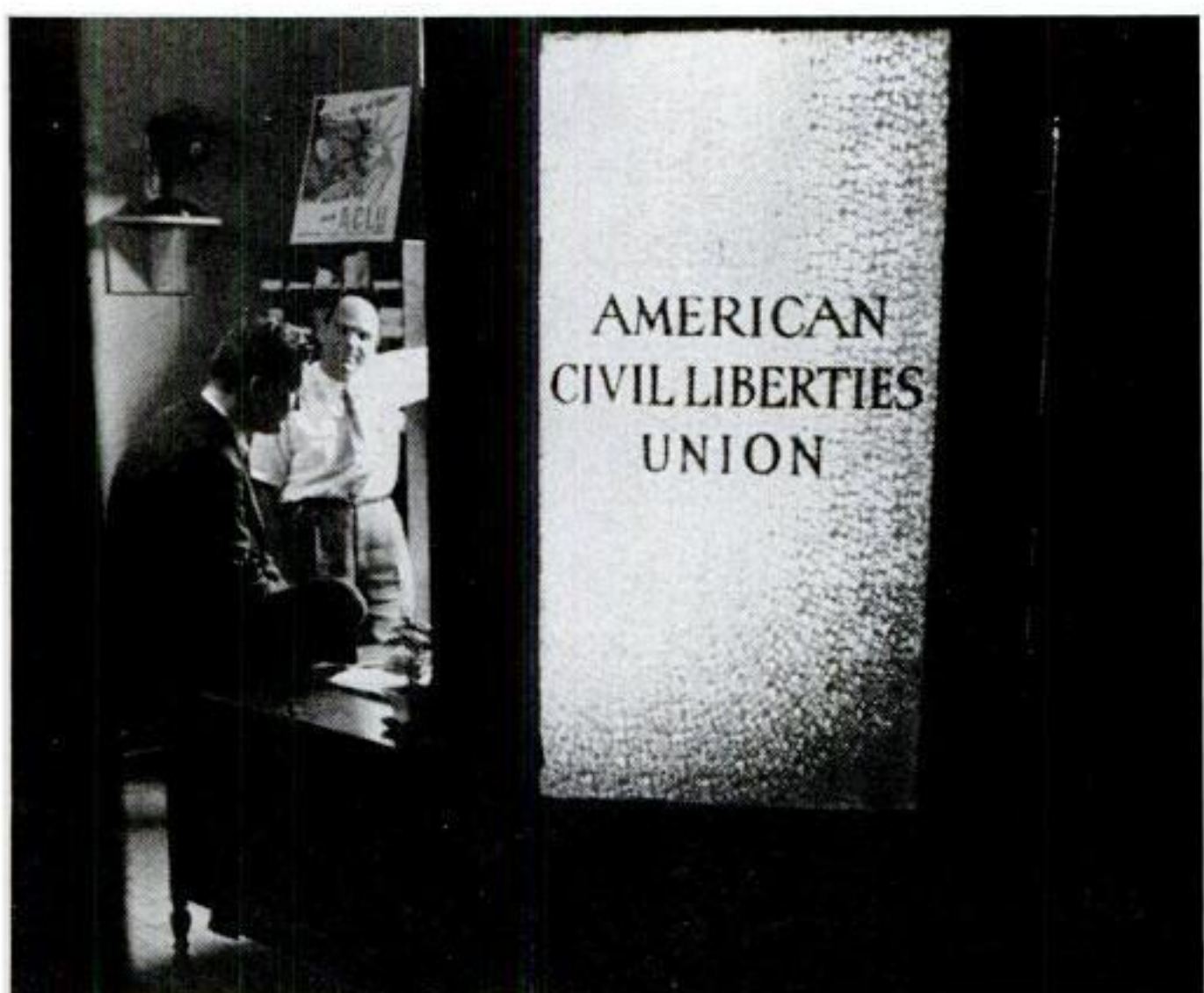
NEW MODESS® TAMPONS

Arenas of the Law



At Georgetown, Williams and acting-president Father McGrath discuss legal affairs. He graduated from Georgetown law school, is professor of law there and university counsel.

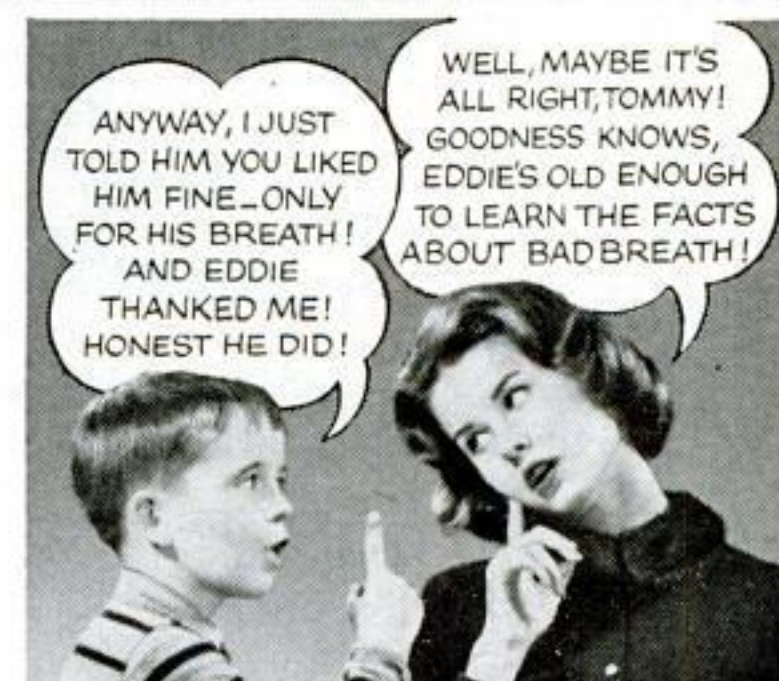
"I think the whole world is divided into engineers and salesmen. When I was at school I was miserable in science and had no feeling for math and couldn't drive a damn nail. I guess law was my outlet for salesmanship. But the real place to study it is not school but the courtroom."



At American Civil Liberties Union headquarters in New York, Williams, a new member of the board of directors, meets Assistant Director Alan Reitman.

"As a member of the board of directors I am available to take cases without compensation. I feel it's not up to me to make a moral judgment on the rectitude of any of my defendants' position. That's the function of the court—and the function of the jury."

CONTINUED



Brush Your Teeth with COLGATE DENTAL CREAM... Brush Bad Breath Away!

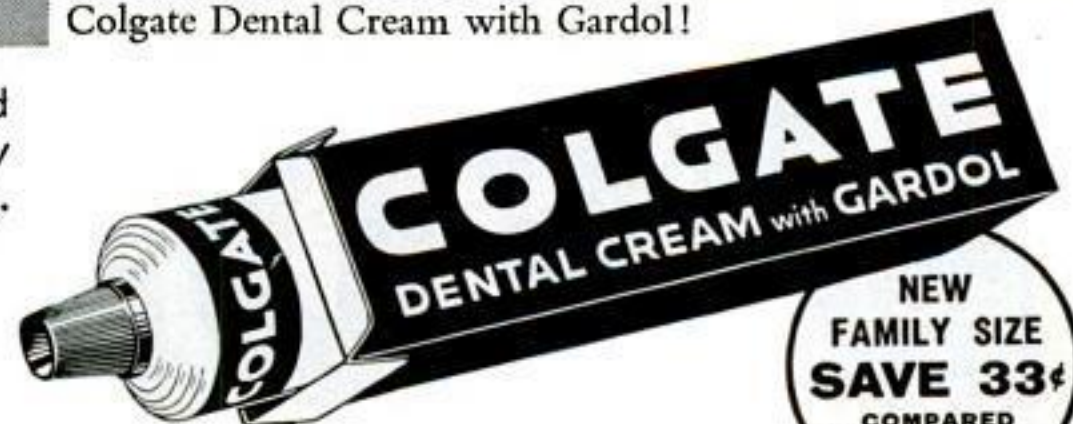
And Colgate's with GARDOL Fights Decay All Day, Too!



Gardol's invisible shield fights tooth decay all day... with just one brushing.

Colgate's with Gardol stops mouth odor all day for most people... with just one brushing! And of all leading toothpastes,* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day... with just one brushing!

So to fight both bad breath and tooth decay all day, use Colgate Dental Cream with Gardol!



*TOP THREE BRANDS AFTER COLGATE'S.
... GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SARCOSINATE.

NEW FAMILY SIZE
SAVE 33¢
COMPARED WITH LARGE SIZE

WORLD'S LARGEST SELLING TOOTHPASTE
CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

DOUBLE PROTECTION

Switch to a Filter Pipe
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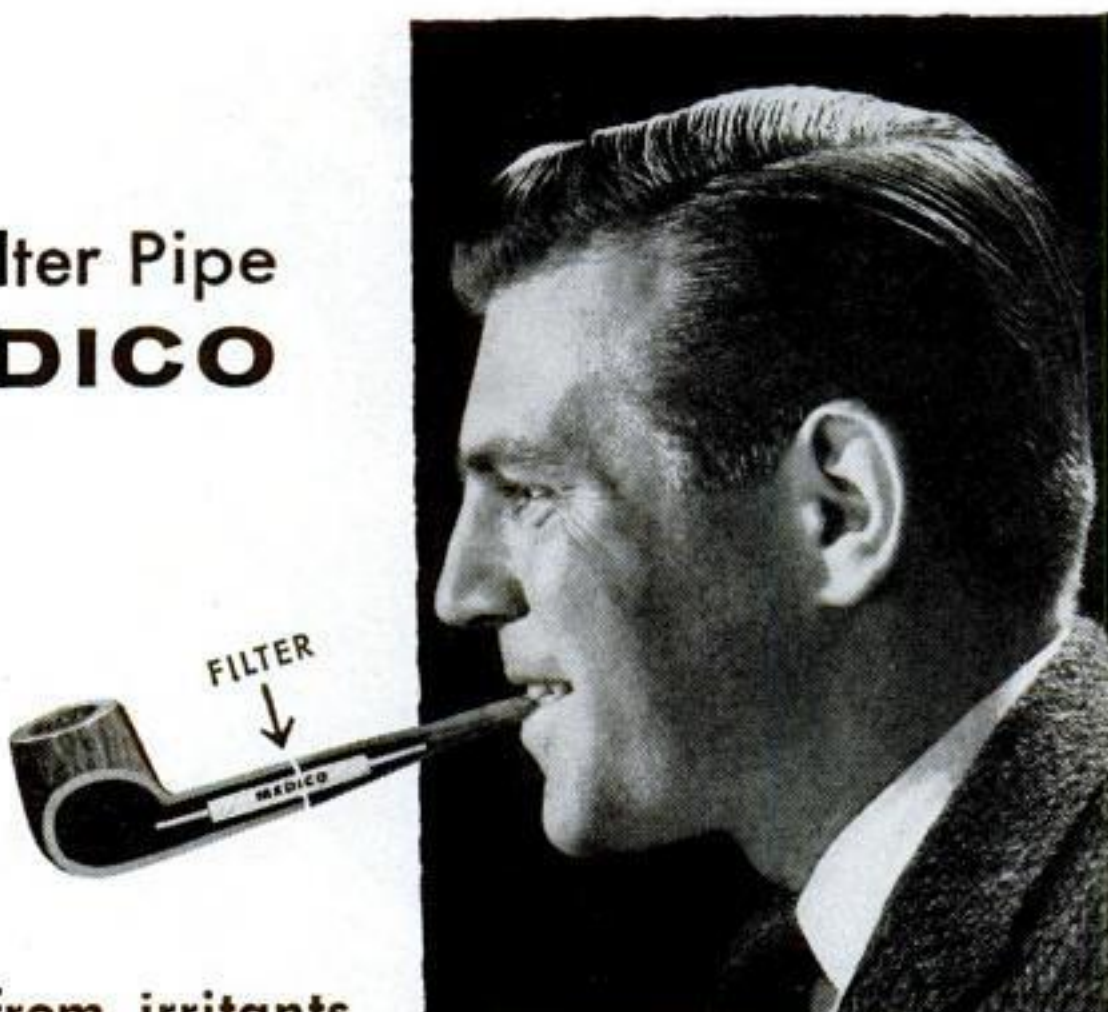
- Protects you from irritants
- Safeguards your pleasure



The nicotine, tars and other irritants trapped inside Medico's changeable filter never reach your mouth. When filter is discolored, replace with a fresh one. That's why Medico smokes

CLEANER
COOLER
SWEETER

More enjoyable than any other smoke!



Above: Cross Section, Medico V. F. Q., \$2.25



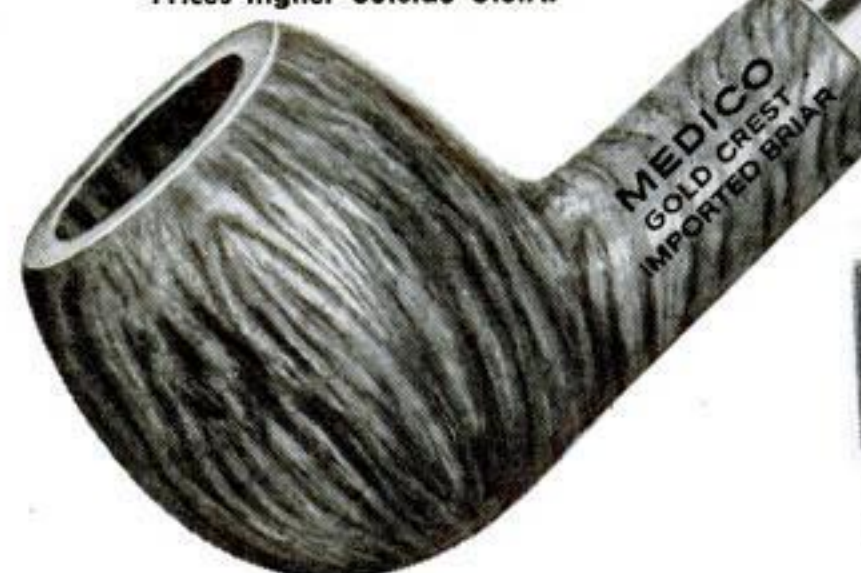
Above: Medico Guardsman, \$2.50

NEW! See the 1958 series of
MEDICO Crest

Gold Crest Pipe, with 14 k. rolled gold band (light café finish only) **\$500**

Crest Pipe (light café or dark claret finish) **\$350**

Other Medico Filter Pipes \$1.50 to \$30.00
Prices higher outside U.S.A.



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GUARANTEED BITE-PROOF



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\$6 to \$10



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\$10 to \$17.50



Medico Meerschaum
Pipe in Gift Case
\$10 to \$15

MEDICO

Trade Mark

FILTER PIPES

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WILLIAMS CONTINUED

Time for Family



In living room of his contemporary-style 12-room home in Washington suburb, Tulip Hill, Md., Williams and his wife Dorothy play with newest member of household, a basset hound.

"We had two dogs before but they were roamers. We never used to see much of them so we bought a dog who is more domesticated. Whenever things are at their blackest all I have to do is look at Beauregard and I burst out laughing."



FAVORITE outing for 3-year-old Joby (Joseph B.) and 2-year-old Ellen is a trip to Washington zoo. The children also like the national airport and Glen Echo amusement park.

"I've consciously avoided taking up any hobbies. It's the only way I can compensate to the children for all the time I spend away. I'm in New York so much that even if I run down to the store and somebody asks Joby where I am he invariably answers, 'Daddy's in New York.'"

Your family will say
Mom's Wonderful!
when you surprise them
with this tasty new
Comet Rice delight.

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as boiling water

Quick
as the most
expensive rice



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LONGRAIN
RICE**

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grain. Perfect as a vege-
table, cereal, dessert, or
with meat, fish, poultry.

and **Twice as Tasty!**



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FROM COAST TO COAST!

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in ease, speed and taste!**

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easy, and economical one-dish meal that
will delight your family! Surprise them with
this different and delicious recipe tonight.
Get Comet Rice—in the big, blue-and-yellow
box above. It's EASY as boiling water, QUICK
as the most expensive rice, TWICE AS TASTY!

COMET RICE 'N' CHICKEN
(Serves 4 generously)

- 1 Cup Comet Longrain Rice
 - 1 Cup cooked chicken
 - 1 Can undiluted cream soup
- (Use chicken, tomato, mushroom or asparagus soup)

Cook Comet Longrain Rice by the easy directions on the box.
When Comet is cooked, add chicken and soup, mix together,
and heat through. Meat, fish, or other fowl can be substituted
for the chicken.

For more highly seasoned dish add chopped onions or garlic
plus sliced hard boiled egg and mushrooms, to taste. Have the
fun of serving a sparkling, new and exciting dish (at low cost)
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Growing Pains of a Big Country

**AMBITIOUS BRAZIL HAS GREAT RICHES,
FINE PROSPECTS—AND BIG PROBLEMS**

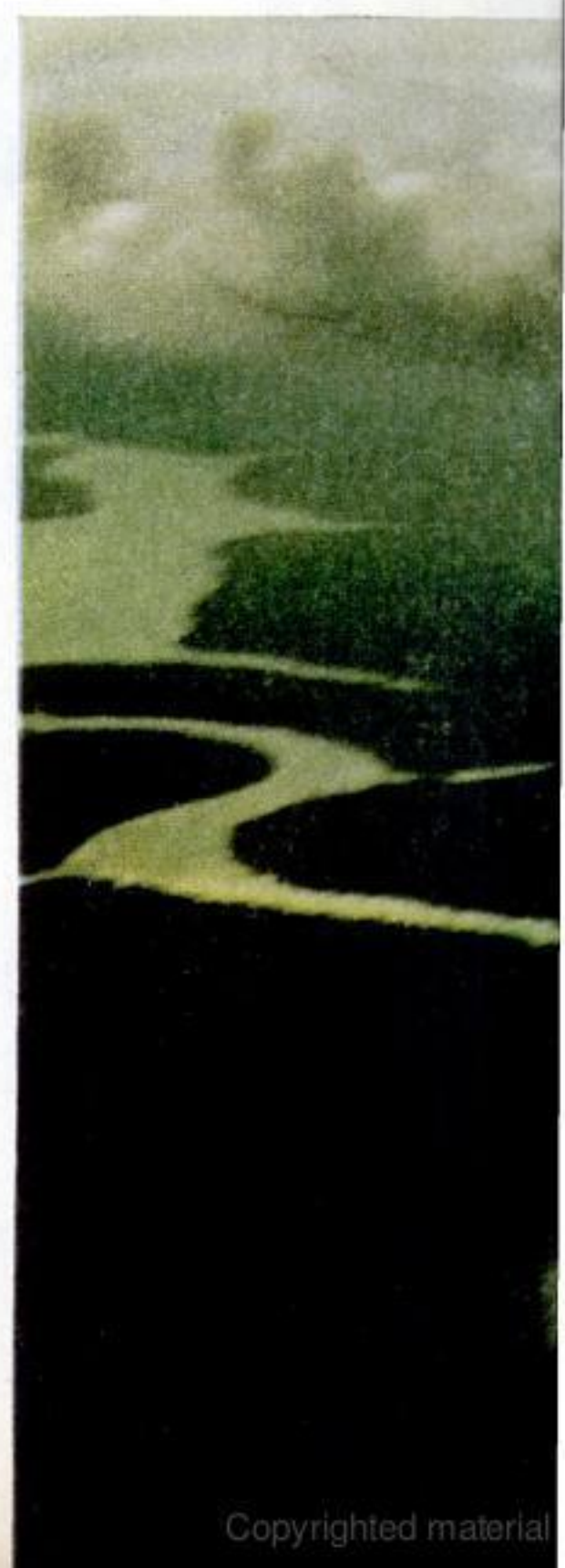
Clusters of skyscrapers rising up from Brazil's glittering cities are so many bets on a boom in a country that has known three centuries of booms—followed, usually, by busts. They are acts of faith that one day all the country's possibilities will be united in one industrial machine that will make Brazil a power on the earth.

This could come true, and knowing it makes Brazilian life a provocative thing like having bagfuls of gold dangling just out of reach. Brazil is big—bigger than the U.S. by almost one more Texas. Its population, increasing by 2.5% a year (U.S. increase: 1.7%), has surged past 61 million, making both a growing work force and a growing consumers

market. Brazil has fabulous natural wealth; for example, a fifth of the world's known high-grade iron ore reserves.

Brazil also has a tangle of problems. It suffers great deficiencies—of transportation, of oil and high-grade coal, of hydroelectric power. There are basic financial problems—inflation, not enough investment capital, a recurrent shortage of foreign exchange. The country's economy is made lopsided by its dependence on coffee exports. Its governmental leaders sometimes boggle. But Brazil, despite the setbacks here and there, is moving on. Backing its progress is more than a billion dollars in U.S. private investment, plus another \$670 million in U.S. government loans.

Photographed for LIFE by DMITRI KESSEL





BUSTLING BRAZIL is epitomized by São Paulo, formerly a coffee town of 35,000 but now an industrial city of 3 million people with 22,800 factories and 500,000 workers. In the past 10 years it has added some 2,850 buildings to its modern skyline.



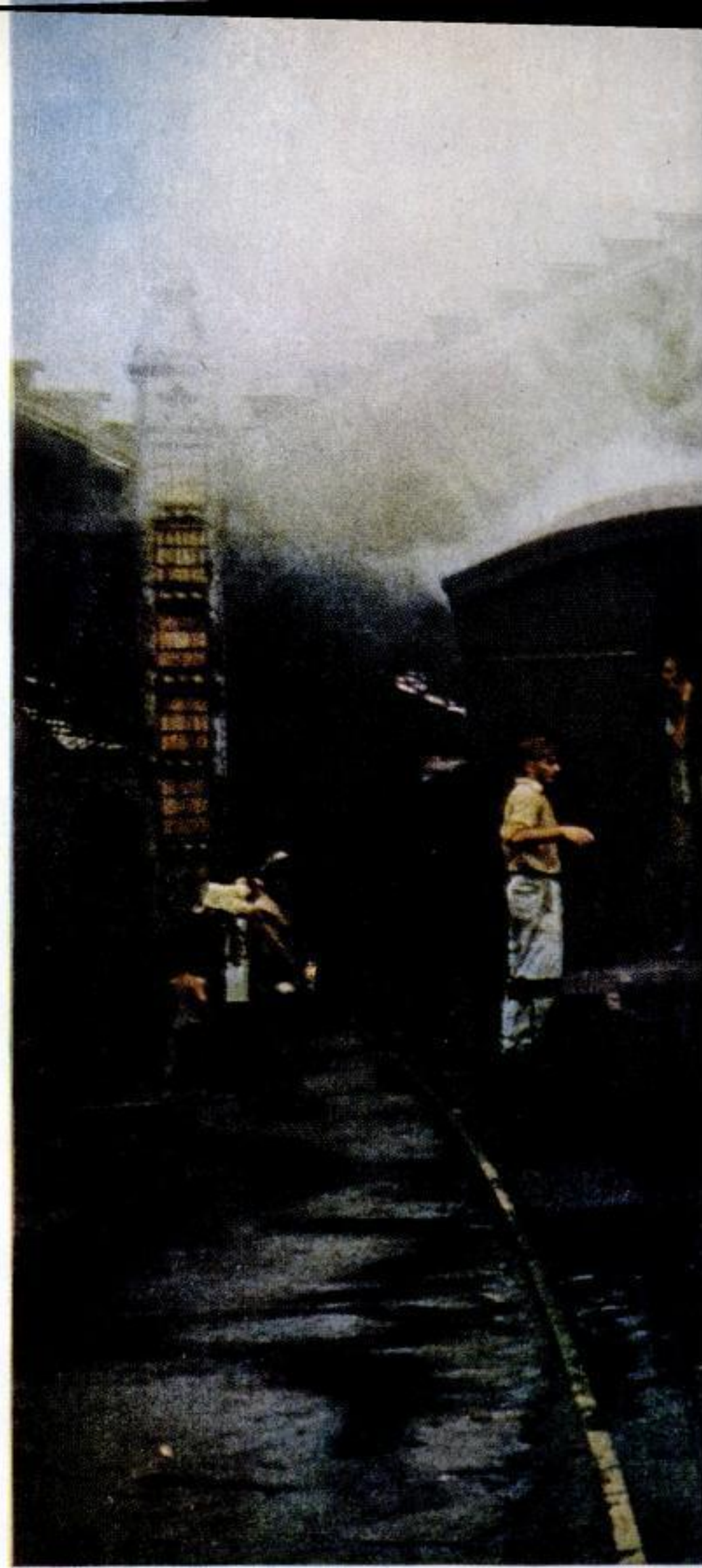
JUNGLE BRAZIL, covering a third of the land, is the Amazon rain forest. Below Manaus the river flows in many channels. All but lost in the Amazon basin are 3.5 million people. Some of them are recent colonists here from Japan and Puerto Rico.

CONTINUED



MODERN HIGHWAY, Via Anchieta, illustrates a reason why there are so few good roads in Brazil. In its 34 miles, from São Paulo to the port of Santos, it has 13 bridges, 20 viaducts and five tunnels.

U.S.-BUILT DAM (right), Peixoto, was built on Rio Grande by subsidiary of U.S.-owned American and Foreign Power Company. It has cost \$41 million, will serve industrial centers outside São Paulo.



Start on

Larger in area than any nation on earth except Russia, China and Canada, Brazil suffers the outsized aches and pains of a giant's adolescence. The country is making efforts to solve the fundamental economic problems—which are depicted here—but despite the spectacular engineering achievement at left, Brazil still has fewer miles (1,400) of paved road than tiny Delaware. Its 23,800 miles of railroad are mostly in a rickety state, and much of the rolling stock is antiquated (*above*). Brazil has to import 1.4 million tons of food a year chiefly to make up for what spoils for lack of storage and





a future

transport. Hydroelectric power is also in short supply, although the nation's potential, waiting to be tapped by modern dams like the one below, is fourth in the world. The search for oil is frantic; Brazil produces only 12% of its needs and spends almost 20% of its export earnings on oil imports. President Juscelino Kubitschek has optimistically promised the country 50 years of progress in the next five —railroads modernized, paved roads increased by 5,800 miles, hydroelectric power boosted from three to five million kilowatts and oil output up from 5,500 to 40,000 barrels daily.



DECREPIT ENGINES, such as this 1904 wood-burner on the Belém-Bragança run, plague railroads. Because eucalyptus logs they burn give off fragrance of cough medicine, engines often seem to have colds.

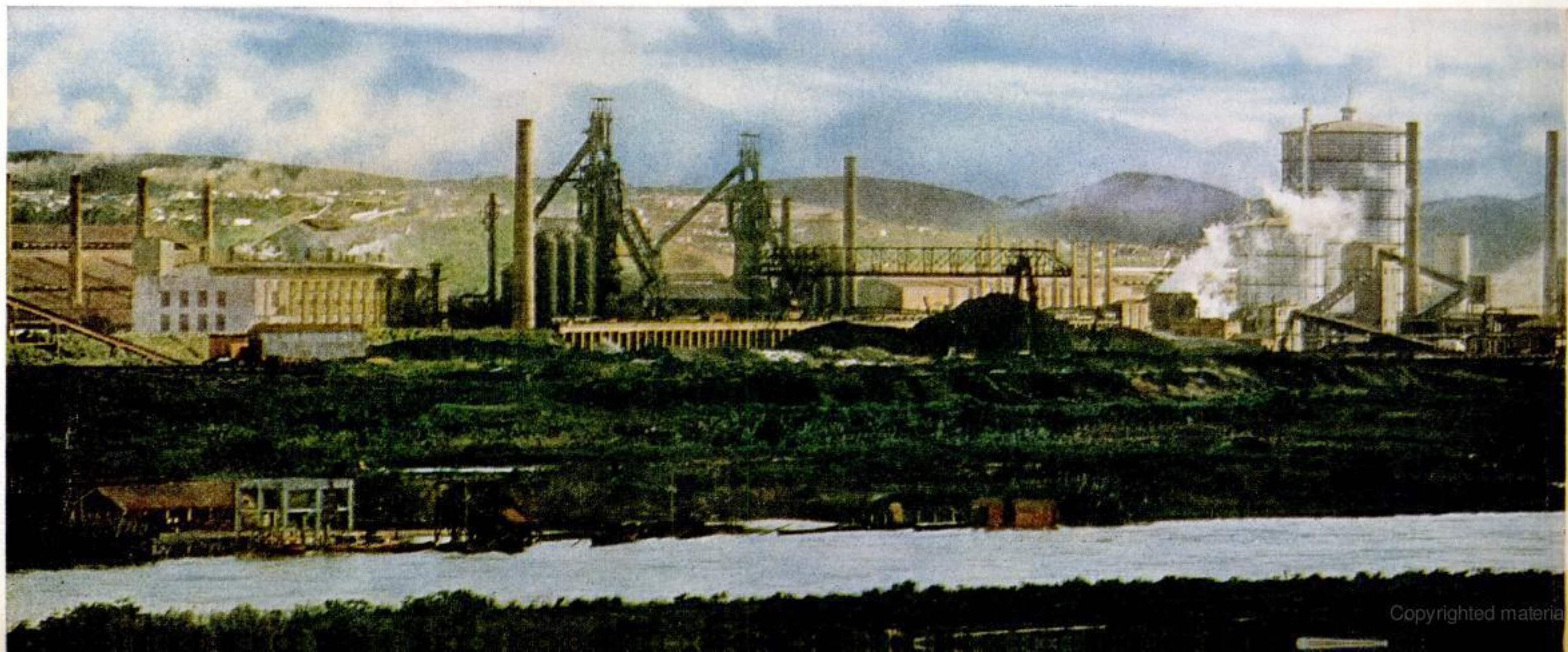
OIL HUNTERS (below) set off subsurface soundings on Rio Negro, an Amazon tributary. Project is run by the government. Watching instruments at right is Charles Kerr, a technician from Oklahoma.

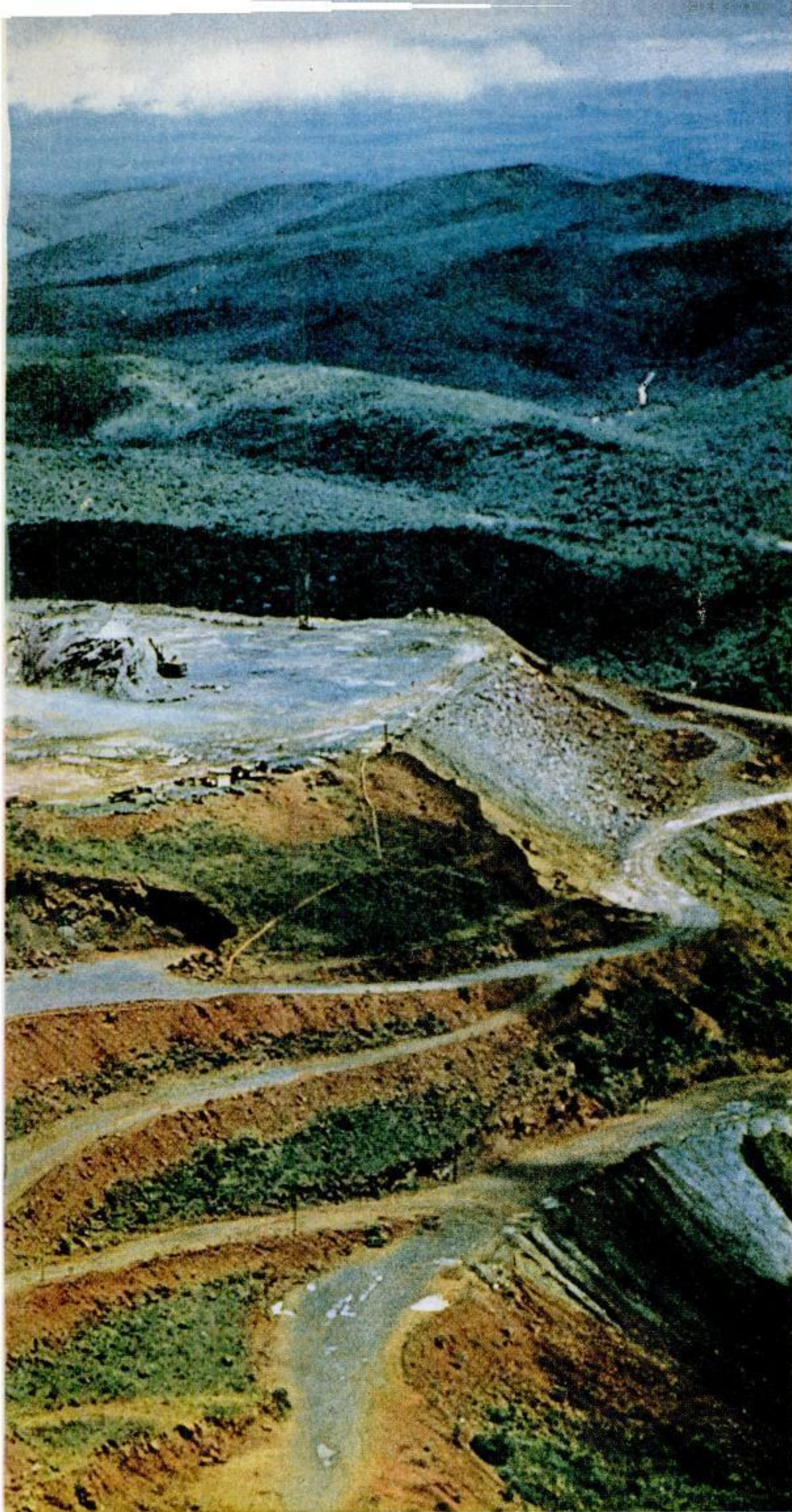




MOUNTAINS OF IRON (*above*), some 210 miles north of Rio, are Cauê (*foreground*), Conceição (*left rear*) and Dois Corregos (*in between*). Since the start of operations during World War II, Cauê has lost 325 of its original 4,500 feet. This mine, run by government-controlled company, exports almost all its ore.

BIGGEST STEEL MILL in Latin America, Volta Redonda (*below*), 60 miles west of Rio, has two blast furnaces. The government-owned plant, which has received \$105 million in U.S. Export-Import Bank aid, produces 750,000 tons of steel ingots yearly, about a tenth as much as the biggest U.S. plant in Gary, Ind.



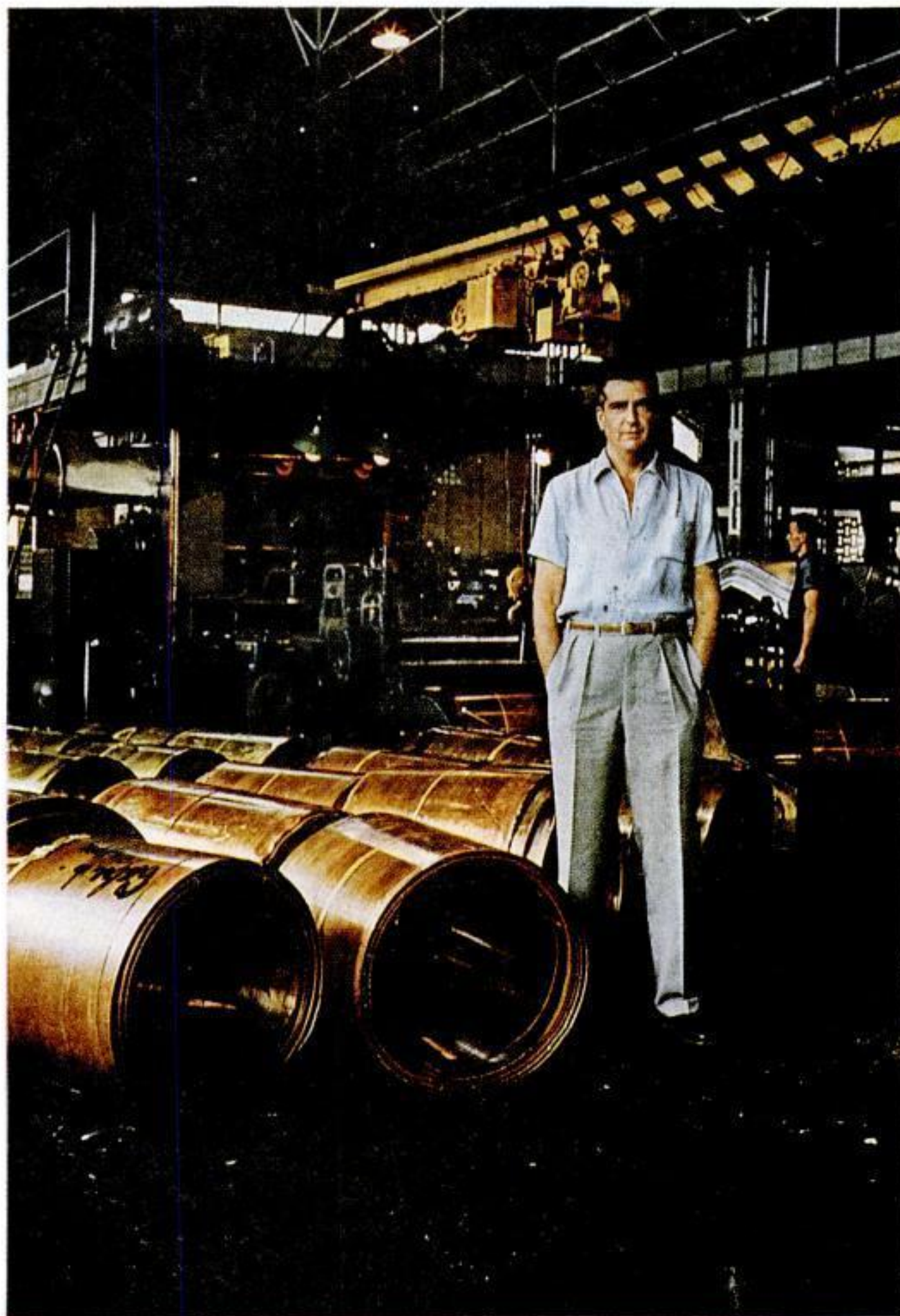


MANGANESE MINER, wearing snout mask and smudged in a fog of oil, tends drills at Amazon mines run jointly by Brazilians and the Bethlehem Steel Corp.

A new base for industry

Brazil's industrial optimism has a good base. The native steel industry, biggest in Latin America, rests solidly on Brazil's tremendous wealth in iron—more than 16 billion tons of proven high-grade ore deposits plus an estimated 36 billion tons in reserves. Manganese, essential in manufacturing steel, is relatively plentiful in Brazil. Before World War II the Belgo Mineira Co. steel mill, cooking pig iron with eucalyptus charcoal, had started operations on a major scale in Minas Gerais state, 200 miles north of Rio, and it is still expanding. During the war a mill with six modern open-hearth furnaces and two blast furnaces was constructed with U.S. financial assistance. It uses imported coking coal mixed with low-grade Brazilian coal.

Brazilian steel is not cheap. It sells for \$118 a ton in São Paulo, \$40 more than Pittsburgh steel in New York. But it is the foundation of a cluster of new industries which are making machinery, railroad equipment, trucks and home appliances to give Brazil a more diversified economy.



BRAZILIAN INDUSTRIALIST Francisco Pignatari stands amid copper rolls in his São Paulo rolling mill, Latin America's largest nonferrous rolling mill.

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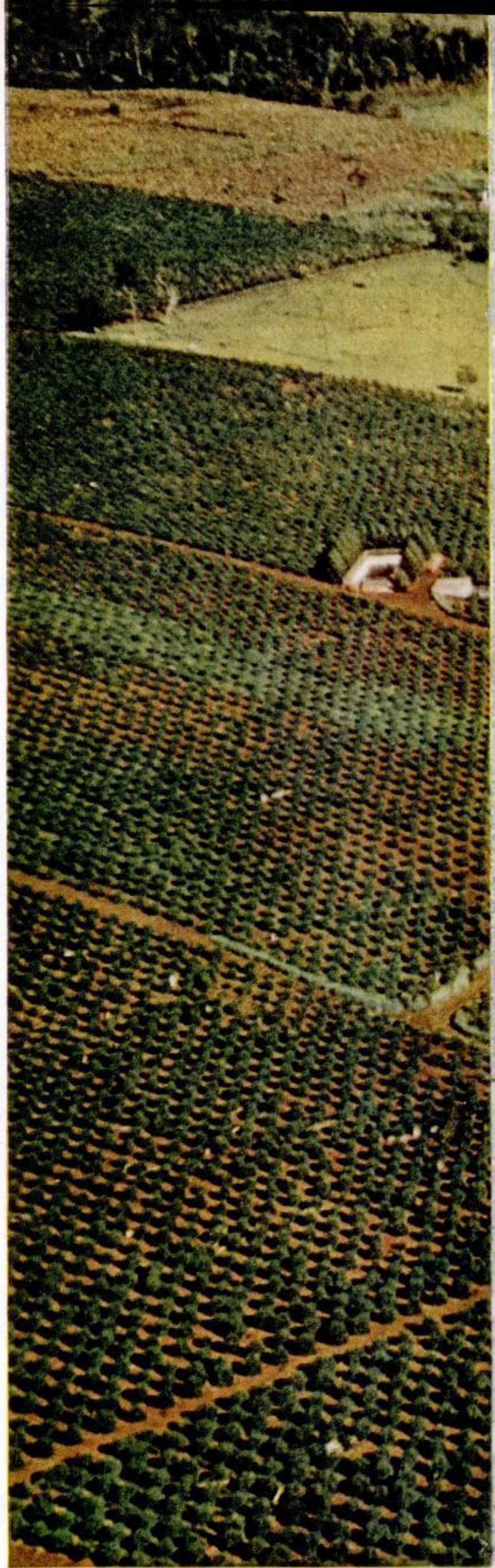
BOOM'S REMNANT, an opera house, was built in 1896 in Manaus in the Amazon Valley by men

who grew fantastically rich tapping the valley's wild rubber trees. Asian rubber broke the boom in 1912.



SUGAR CANE CUTTERS in northeast work in a region once one of the most fertile sugar areas in

the world. Output here has fallen far off but Brazil as a whole is second only to Cuba as a sugar grower.



COFFEE PLANTATION stands in the *terra roxa* (purple earth) territory of the state of Paraná. The

Signs of

The debris of old booms is scattered around Brazil—shaggy sugar plantations whose owners have long since gone absentee, worked-out gold and diamond fields, gulched coffee *fazendas* turned over to cattle grazing, the grotesque glories of an ornate opera house standing in a



plantation, or *fazenda*, has its own little village of warehouses, workers' houses and stores (center),

surrounded by symmetrical rows of thousands of coffee trees 5 to 12 feet high. Each of these trees

produces about one pound of coffee each year. The country produces almost half of the world's supply.

one-crop boom and bust

jungle city. Boom psychology—the temptation, in the words of a Brazilian writer, “to collect the fruit without planting the tree,” to gamble on land values rather than invest in productive enterprises—remains a major menace to the country's present and future prosperity.

Agriculturally, the country has successively leaned heavily on a single big export crop—dyewood, sugar, wild rubber, coffee. But coffee is a dangerously insecure prop. It accounts for 70% of Brazil's export earnings and if the world price slides down, the country's whole

economy trembles. Hopefully, Brazil has been stepping up cultivation of some other crops—wheat, rice, jute and pepper. But the land, ill-used and exhausted, needs crop rotation, fertilizers and mechanization—the kind of modern attention it is just now beginning to get.

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A pair of capitals

Many Brazilians find Rio de Janeiro too charming, seductive and soft a place to serve as the capital of a young and vigorous country. Professors have written articles on the theme: if we want to fulfill our destiny, then we must move the nation's brain out of Rio. President Kubitschek is trying to do just this. Three times a month the presidential plane carries him to an all but empty sweep of land in the heart of the country, 590 miles northwest of Rio. There some 12,000 pioneers are building a brand-new capital called Brasilia. Before he leaves office in 1961 the president hopes to hold at least a symbolic first cabinet meeting in the new capital.

Kubitschek's move to the interior has more than symbolic importance. The steady flow of population from the farmlands to the growing industrial centers has been further crowding the heavily settled part of the country in the southeast. Brasilia, as Kubitschek sees it, would be a rallying point for a great opening of Brazil's midwest. But his plan to open up huge new regions, say some experts, is unrealistic because nobody knows if a lot of the unexploited areas are worth exploiting. And his proposal to move the government seat has been met with anguished opposition from politicians who are reluctant to leave their lovely Rio (*following page*).

OLD CAPITAL was Salvador, north of Rio in the sugar-growing country. It lost its position to Rio in 1763 after gold was discovered farther south. Salvador is a double city, the lower part (*foreground*) built along the harbor, and the upper part, with churches and monasteries that date to 17th Century, on a high bluff.





FUTURE CAPITAL is being built by workers who live in a cluster of 2,000 temporary wooden buildings, near the site of Brasilia. Traders from the nearby cities come to sell dry goods and razor blades from suitcases in the streets. There is no finished road to the site and practically all traffic in and out is by plane.



PUSHING PET PROJECT, President Kubitschek stands in the empty space around Brasilia and looks about at what he hopes will be a flourishing city.

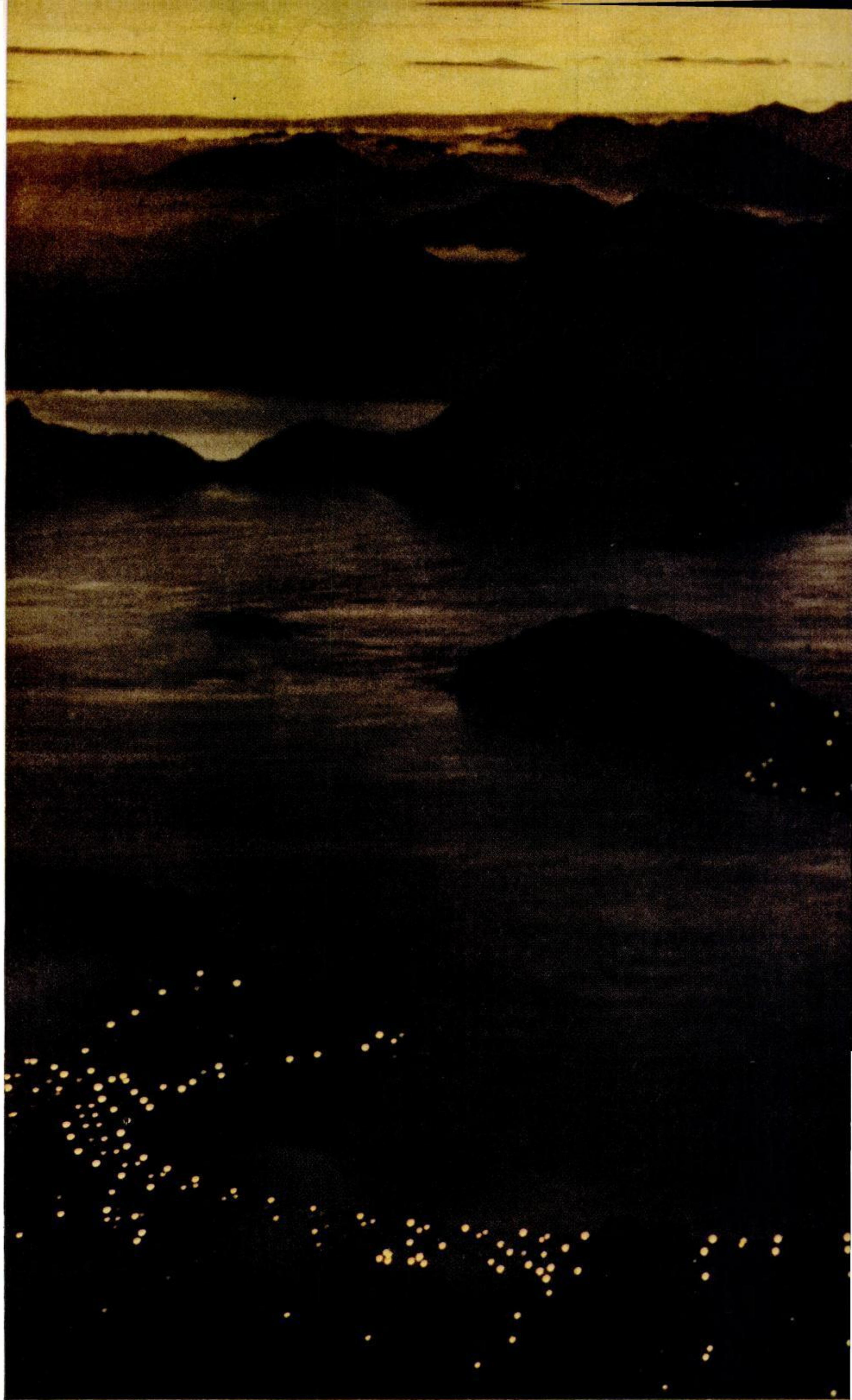
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BRAZIL

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BEAUTIFUL RIO sits in its great bay. Its peaks are famous—Sugar Loaf is in center, opposite page—and dramatic. But they are also troublesome. To despair of residents, they almost strangle traffic. Still they make a lovely sight around city at dusk, when lights lie like pearl ropes along escalloped shores.







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SOLDERING KIT
MODEL 8100K **\$7.95**

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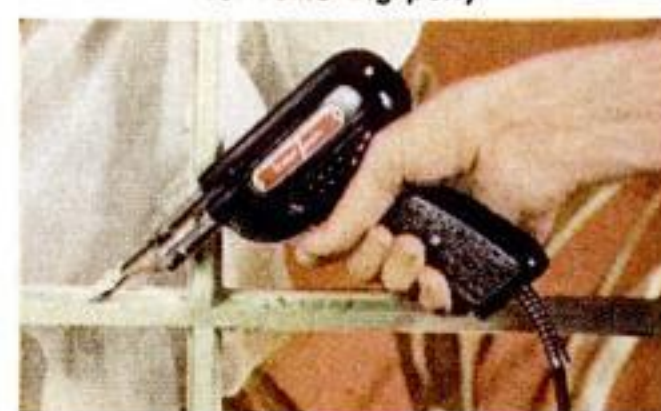
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for expert electrical work



for hobbies and homecraft



for removing putty



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makes all kinds of cuts



makes starting hole for inside cuts



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everybody! And besides being differently delicious, DEL MONTE Pineapple-Grapefruit Drink is fortified with healthful Vitamin C. Have a glassful soonest — it's the best reason you'll ever have for being thirsty!



ONLY MINUTES AFTER BRAVES WIN SERIES, ELATED MILWAUKEE FANS LED BY STUDENT BEAUTICIANS SWIRL DOWN WISCONSIN AVENUE IN IMPROMPTU PARADE

JOYOUS END FOR BEER CITY'S BASEBALL BENDER

**Braves and their Lew Burdette
bring utter bliss to Milwaukee**

Milwaukee's steaming emotions, which had been fluctuating through all the ranges of joy and agony, burst into unrestrained jubilation at 1:34 p.m., Milwaukee time, one afternoon last week. In New York the Braves had just got the last Yankee out and had won the World Series. Empty streets that had reflected only tension during the game suddenly filled with whooping Milwaukeeans. Traffic froze in the swarm while policemen were dragged into snake dances. "This makes V-J Day look like a high school pep rally," said one celebrator.

Milwaukee's unabashed enthusiasm for its team, the most refreshing thing in baseball in years, was boosted greatly by the way the Braves whipped the lordly Yankees. Lew Burdette, who had dazed Yankee batters while winning the second and fifth games, stopped them cold again in the final game. Then he gave further proof of his amazing endurance by playing the hero to the hilt in the wildest welcome ever given a Series champion (right).

EXULTING IN HOMECOMING, Pitchers Lew Burdette (left), Warren Spahn salute happy crowd. →



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*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Vacuum Cleaner Department, Housewares and Radio Receiver Division, Bridgeport 2, Connecticut.



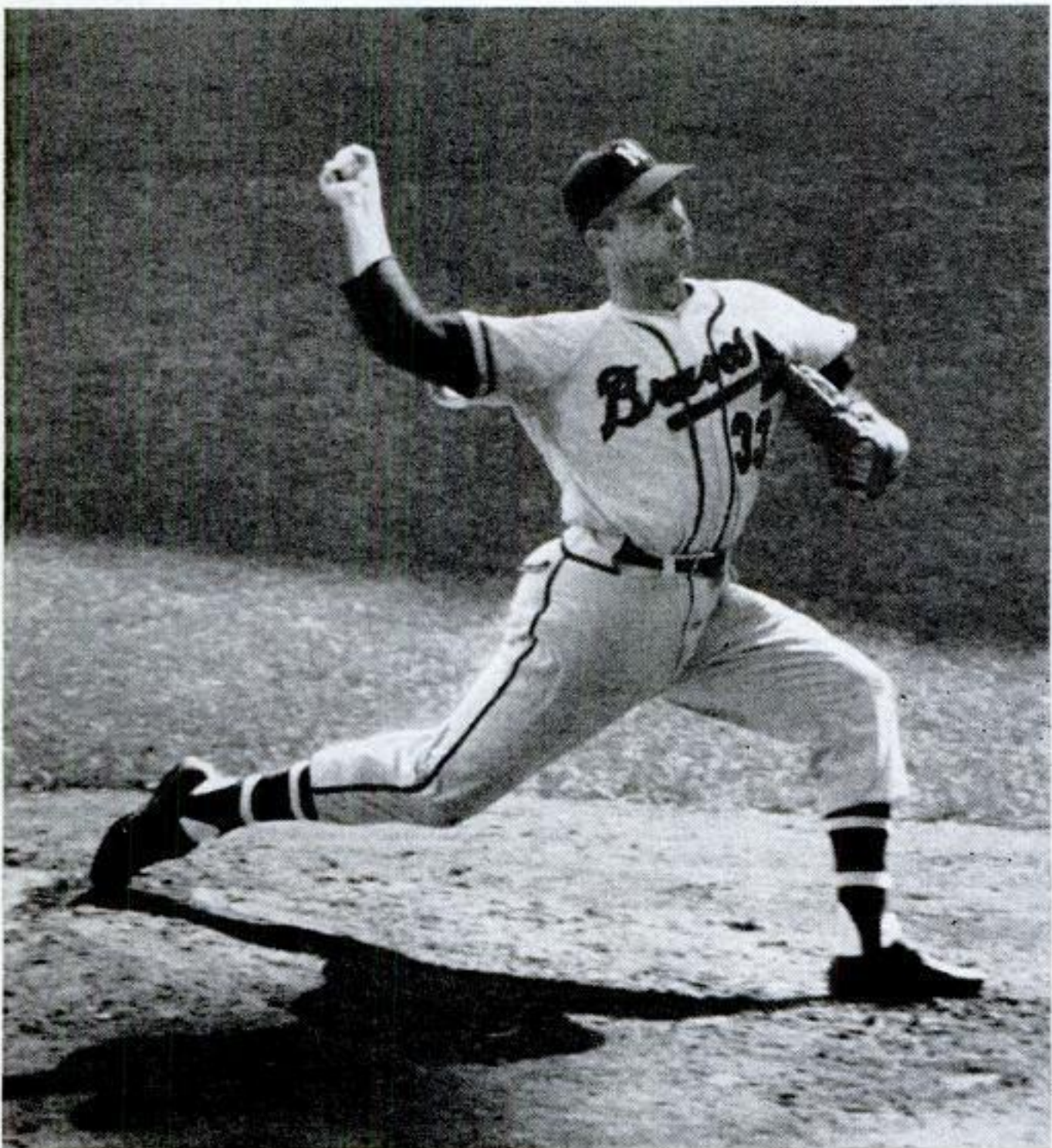
Progress Is Our Most Important Product

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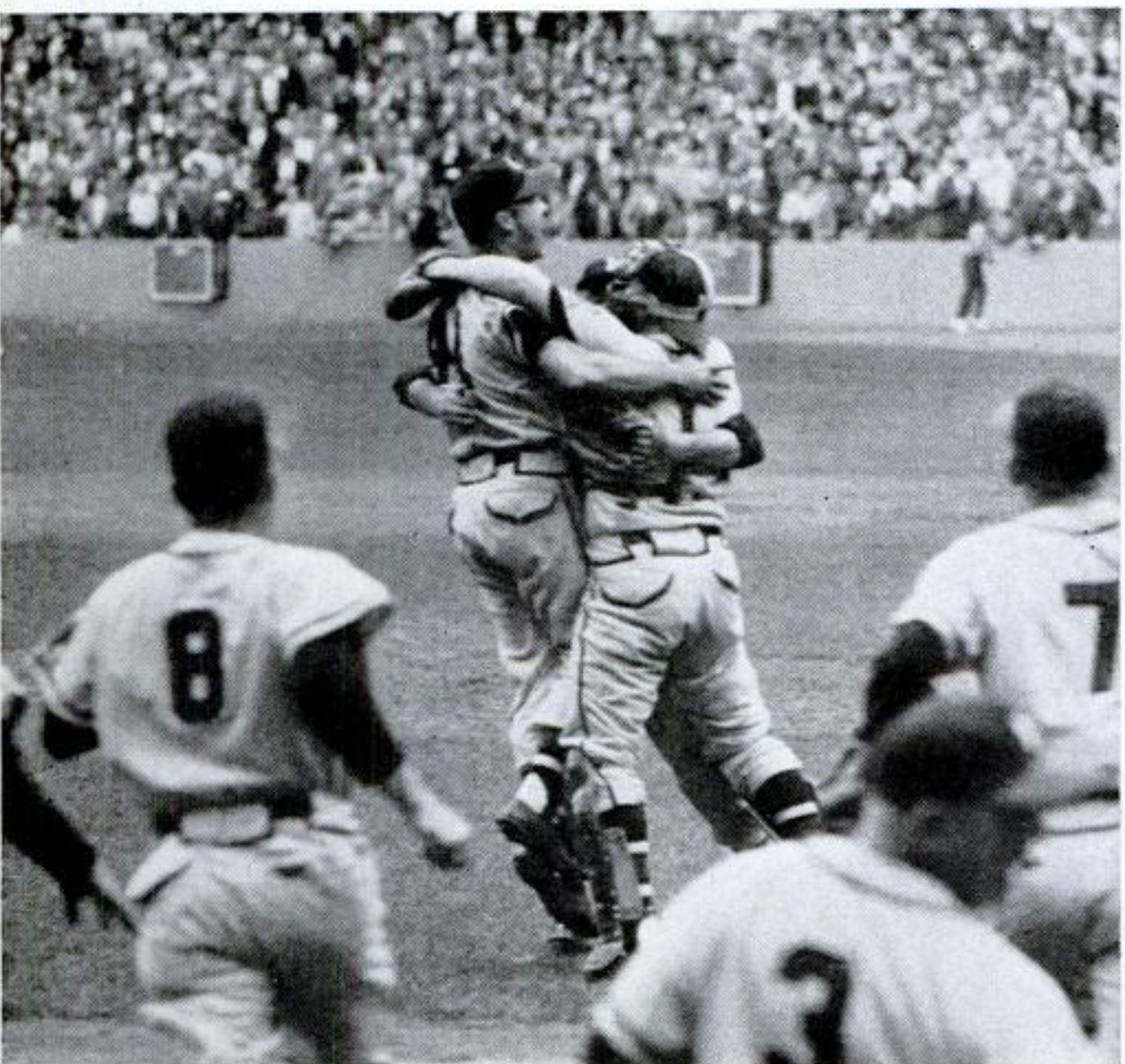
*Handles so easily all through the house...
on wood, tile and linoleum floors*



YANKEES' FALL in final game starts as throw on double play ball pulls Coleman off second base. Sliding Hazle was safe, Coleman's throw to first was late.



YANKEES' MASTER Lew Burdette unleashes his fast ball in the seventh game. He was first pitcher in 52 years to win a pair of shutouts in a Series.



JUBILANT BRAVES pour from their dugout as Eddie Mathews, who made the last putout, and Catcher Del Crandall squeeze Burdette in a victory dance.

CONTINUED

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to please personal tastes

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two-layer gift box



Now Johnston brings you a unique assortment of fancy chocolates, displayed so you can fill a gift box with delicious chocolates personally picked to please.

Johnston gives you 12 different kinds of chocolates to choose from — separate trays of fruit centers, hard centers, caramels, creams and nuts, all fresh from America's Dairyland. Four trays fill a box.

Be sure your next gift box is personally selected from Johnston's "Pick 'n' Please" Assortment . . . at better stores everywhere.

\$1.50
4-tray gift box only . . .
Individual trays 39c

*T.M. of Robert A. Johnston Milwaukee, Wisconsin



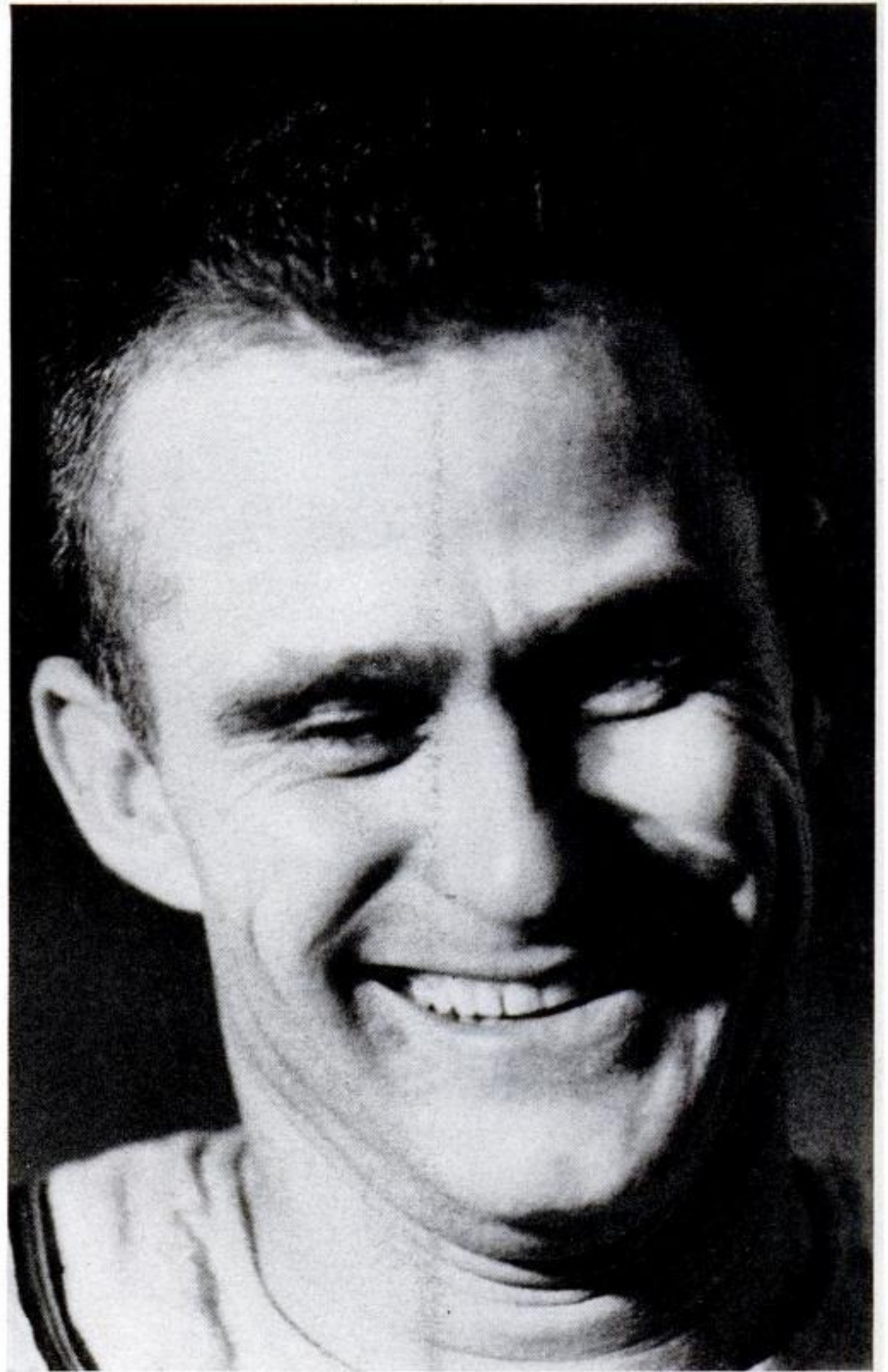
Be ready to capture the magic of Halloween
—buy Sylvania flashbulbs this week

It's easier to *flash a picture* than ring a doorbell

With a Press 25 flashbulb on your camera, you get a *measured* amount of light . . . just right for snapshots . . . any distance from 6 feet to 25 feet! No need to worry about the weather or the sun's changing position. Just aim and press the button—capture a camera-full of memories *every time*.

Big days are made of little moments—don't let them slip by. Be ready with your camera and plenty of Sylvania Press 25's. First choice with amateurs and professionals alike, they're the world's most popular flashbulbs.

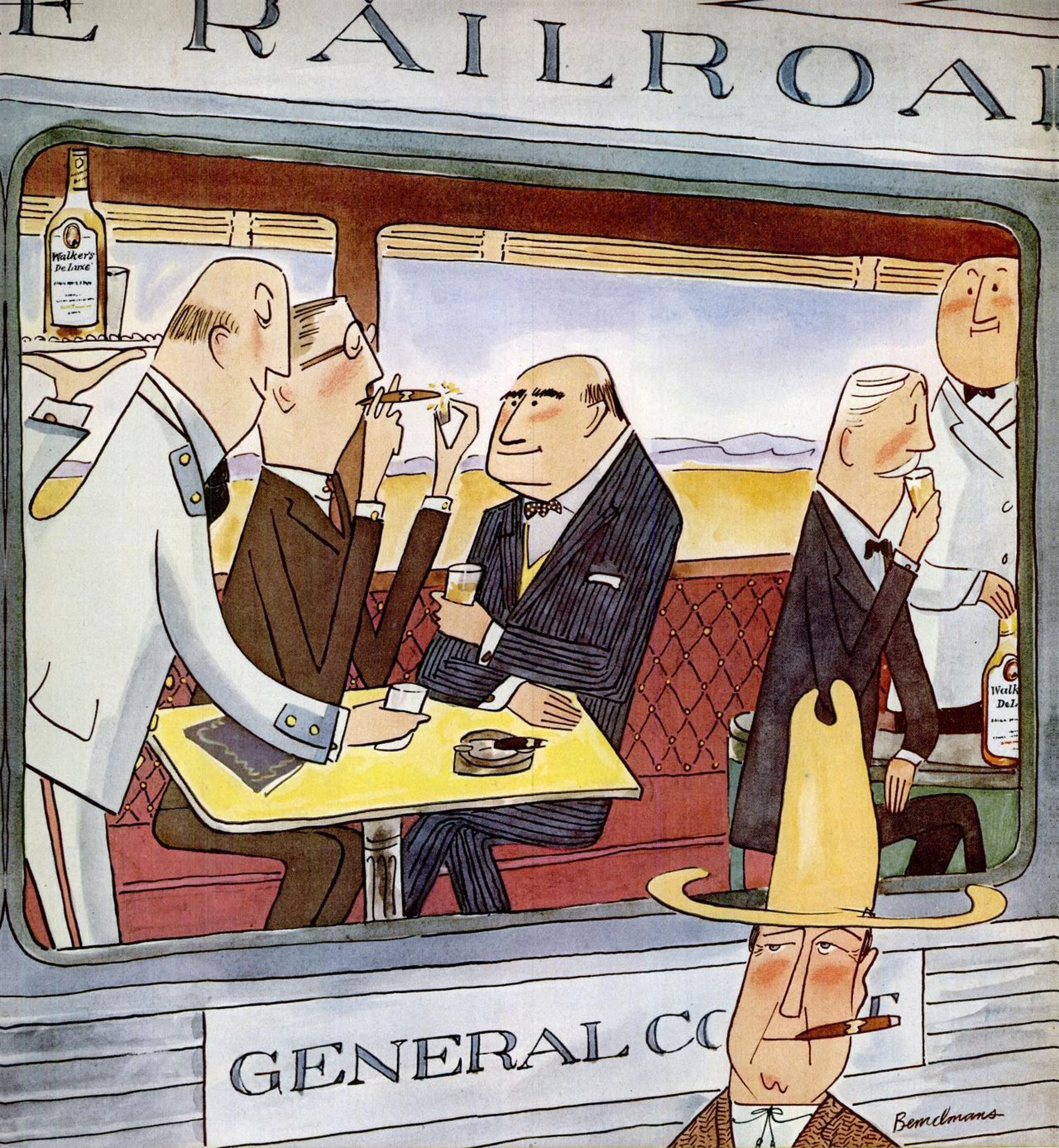
SYLVANIA ELECTRIC PRODUCTS INC., 1740 Broadway, New York 19, N. Y.
LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY



THE HAPPY HERO in New York. Burdette beams after his third victory and his second shutout. All told he pitched 24 successive scoreless innings.



THE FOCUS OF ADMIRATION in Milwaukee. Burdette follows his wife through crowd into Wisconsin club where the team held its victory party.



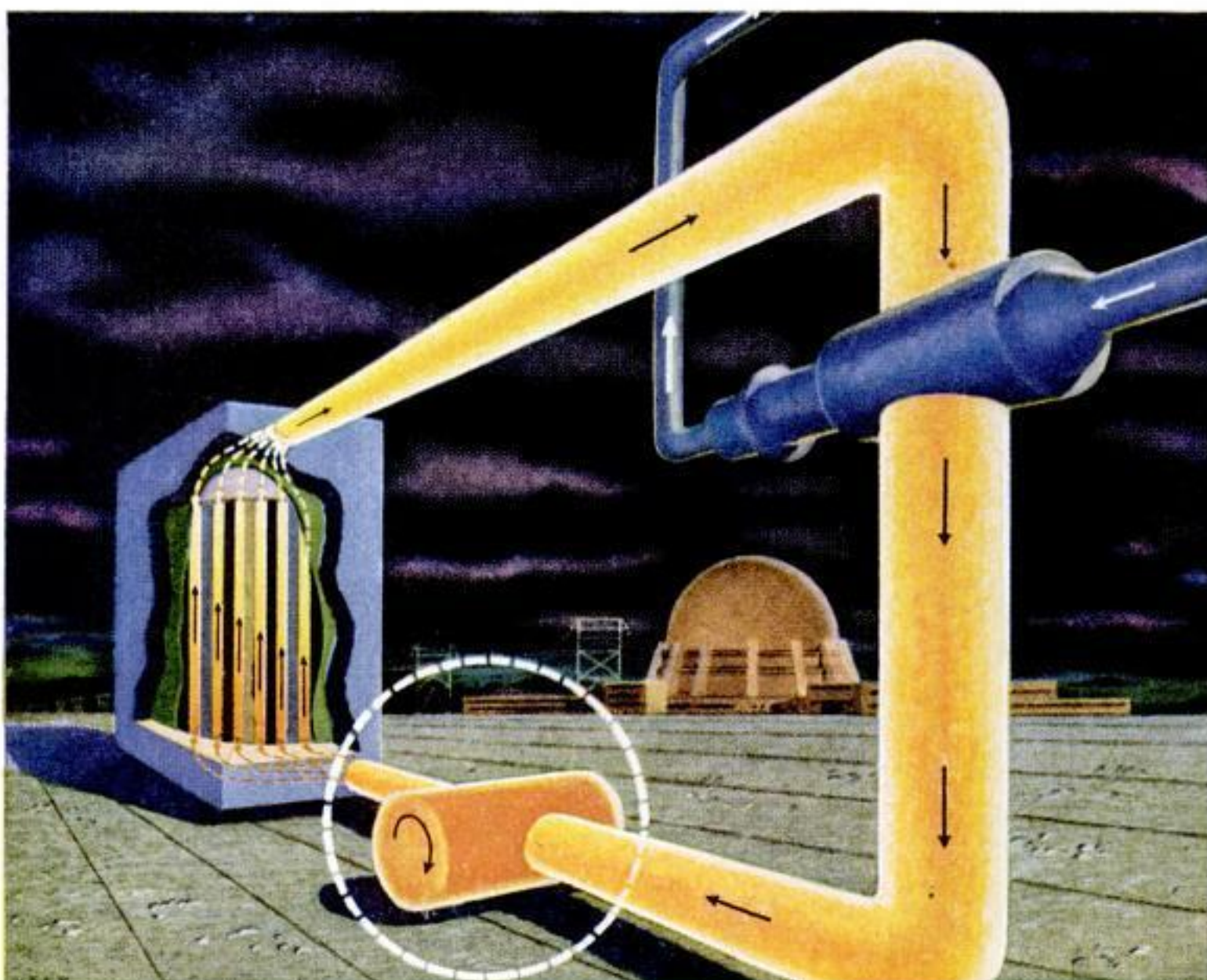
Agreed! No whiskey anywhere is more deluxe
than Walker's DeLuxe

Straight bourbon, of course—7 years smooth—elegant in taste



STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 86 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILL.

Copyrighted material



Pumping the molten metal that puts nuclear power to work! In atomic power plants, the fierce heat of nuclear fission is converted into steam which drives generators to produce electricity. Special pumps made by Borg-Warner extract heat—in one case by forcing molten metal (sodium) through the atomic fires at a 12,000 gallons-per-minute rate! Borg-Warner is a leading maker of nuclear pumps. Almost every reactor in the U.S. has B-W-designed pumping equipment.



Putting 15 tons of muscle in the pilot's fingers at 1000 mph! At top supersonic speeds, jet plane control surfaces are under such tremendous pressure that no pilot could guide the plane unaided. Borg-Warner gives him extra "muscle" with tiny hydraulic mechanisms of tremendous power. In 5/1000 of a second, they multiply the pilot's ounces of touch into as much as 15 tons of push or pull! Today every type of U.S. military and commercial aircraft uses B-W parts.

The touch that marks so many of today's exciting advances!

These are but a few examples of Borg-Warner's continuing efforts to "design it better—make it better." From B-W research

in chemistry, electronics, metallurgy and automation have come dramatic advances in automobiles, aircraft, appliances, building

materials, oil field equipment, air conditioning and farm equipment. *Borg-Warner, 310 S. Michigan Avenue, Chicago 4, Illinois.*

Almost every American benefits every day from the products of

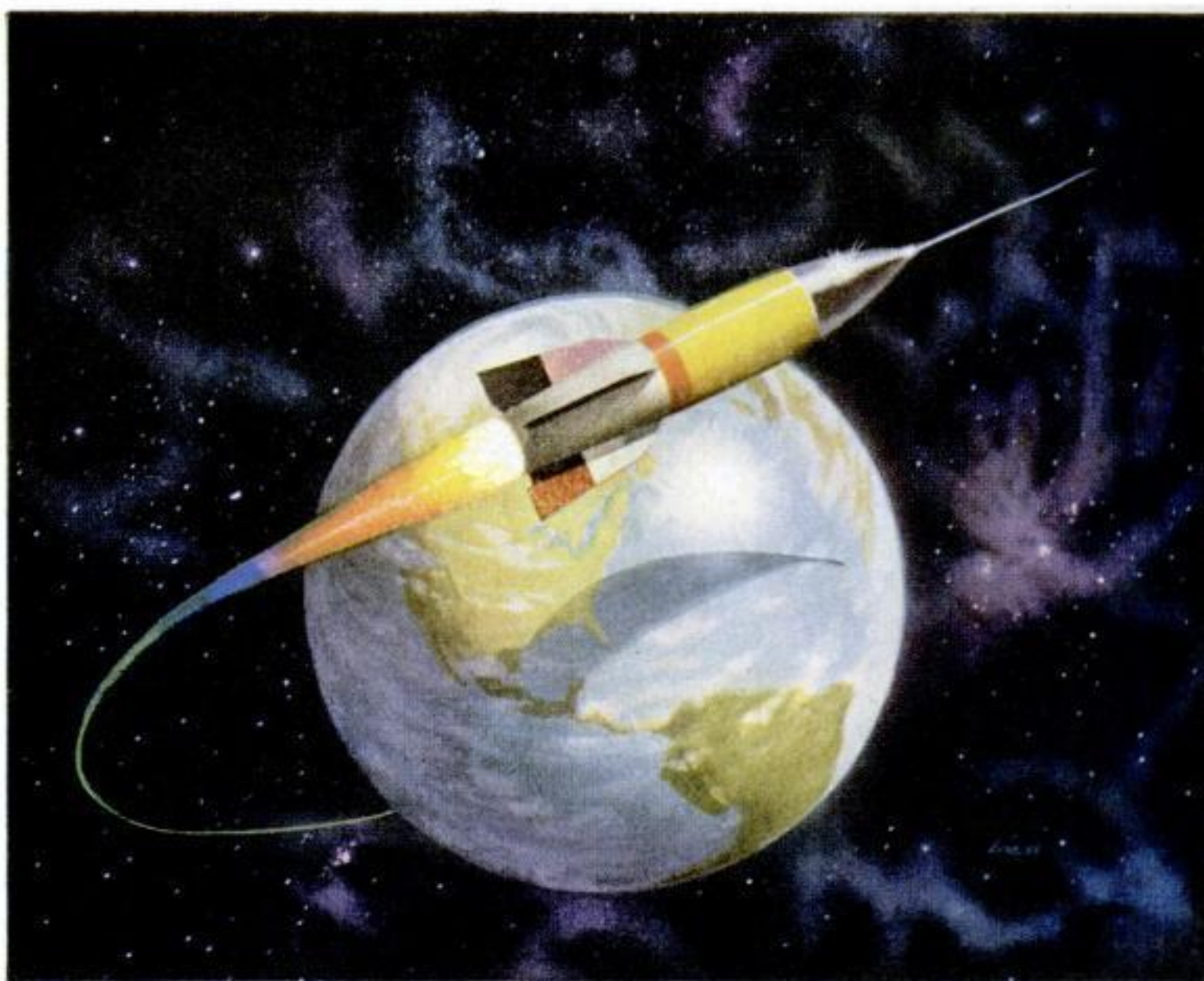


T. M.

Borg-Warner®



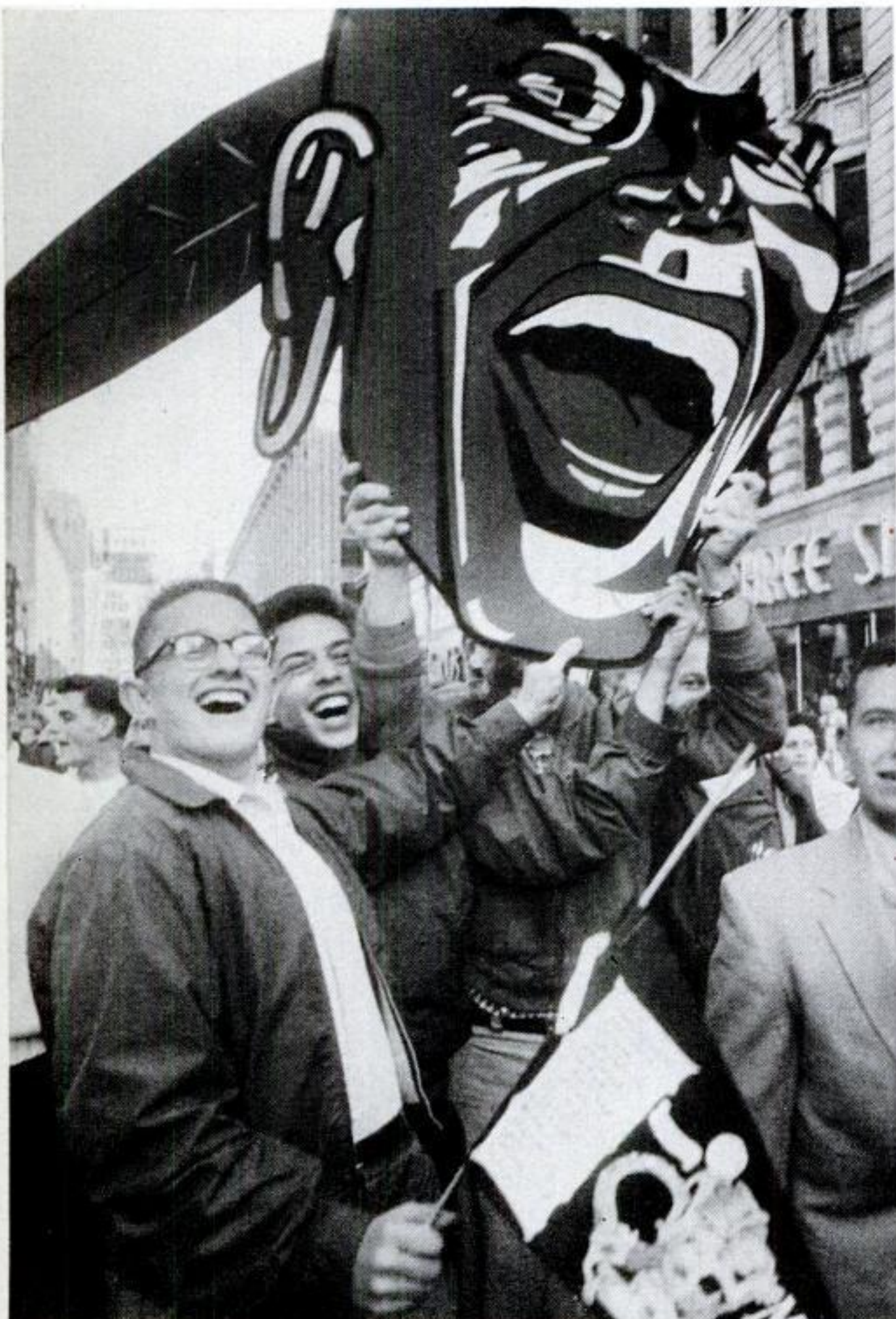
Electronic "fingers" to speed up today's automation! Ingenious automatic mechanisms now direct many manufacturing and processing jobs with little human help. These "robots" have electronic brains, and also a sense of touch that keeps tabs on their work. Finger-size electronic devices are made by Borg-Warner to give this touch. Highly sensitive, they feel even the smallest change in temperature, pressure, velocity . . . report it so the brain can make corrections extra fast.



So it won't miss . . . here's how to jog the memory of a global missile! The accuracy of an intercontinental ballistic missile's flight is determined in the first moments when it roars into the sky. Its electronic brain has full instructions. But it needs reminding, too! Borg-Warner makes an ingenious device to do this . . . to tell instantly if and when any corrections are needed to keep it precisely on course. This is only one of the many B-W mechanisms for today's newest missiles.



CHAMPAGNE TOAST is raised to paraders in Milwaukee by rooster Scotty MacCudden. Police blocked most downtown streets and let the fans take over.



VICTORY SOUVENIR, a cutout of Indian put up as Series decoration, is displayed by young celebrators. City's 400 decorations quickly disappeared.

SENSATIONAL HOSIERY OFFER

BY THE
CRANBERRY INSTITUTE

\$2⁵⁰ NYLON HOSIERY VALUE...

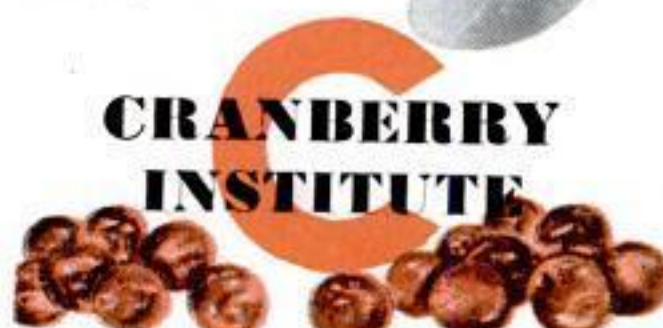
TWO PAIR FOR ONLY \$1⁰⁰

take the label from any package,
can or bottle of **Any Cranberry Product**

- FRESH CRANBERRIES
- CRANBERRY SAUCE
- CRANBERRY RELISH
- CRANBERRY JUICE

That delicious cranberry
flavor makes good food
taste even better! ...
brings out the true
taste of *all* MEATS,
POULTRY
and FISH.

* This offer good only
in U.S.A. Void in states
or cities where taxed
or otherwise pro-
hibited.



Buy extra packages of
FRESH CRANBERRIES to freeze
at home. Enjoy your favorite
cranberry recipe
all year!



Send a label with ONE DOLLAR
to the address on the coupon below.
**YOU'LL RECEIVE TWO PAIR OF
LOVELY NYLONS** (Popular beige
shade) — 51 gauge, 15 denier.

Fill in this coupon or a facsimile —

YOUR NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

Give stocking size (8½ to 11) _____

Check length: Short _____ Medium _____ Long _____

Mail this coupon with \$1.00 and any cranberry label to:

CRANBERRY INSTITUTE Box 357, GOFFS FALLS
NEW HAMPSHIRE

STOP

MY TEETHING PAINS
IN 20 SECONDS
WITH JUST A TOUCH OF

ORA-JEL

NEW! AT DEALERS EVERYWHERE!
"TOWN & COUNTRY"

WORLD'S FINEST



MIRILIUM STEEL

by *Washington Forge, Inc.*

230 FIFTH AVENUE, N.Y.C.

JACK DANDY and JILL DANDY

METAL CONSTRUCTION SET

Children can create 101 toys from this set.
Easy to put together and take apart, to be used
again and again. Comes complete with a 5-piece
telescopic tube and mammoth wall chart of models.

• ENTERTAINING • CREATIVE • EDUCATIONAL

The do-it-yourself toy that will make over 100 toys ...

at your toy shop or direct from

TOY-IN-A-TUBE Corp. 3619 Packard Road, Niagara Falls, New York

\$2⁹⁵

Had Teenage SKIN NOW I GRIN ...

"Pimples drove me crazy until I found a
new miracle anti-blemish creme. Now I'm
happy," writes Jackie B. of Los Angeles.

Science has at last discovered an amazing new
anti-blemish creme that penetrates under the skin
to kill harmful pimple bacteria and dissolve
infected skin tissue. Thousands who have suffered
itching torture and embarrassment of pimples
report astonishing results with a stainless
medicated creme called Lanacane. In one case after
another irritations were promptly relieved while
skin brightened and became silky smooth and soft.
Ugly skin is beautified at once as flesh-colored
Lanacane hides pimples and blemishes while it
works. Don't suffer pimple misery another minute.
Get **LANACANE** today at all druggists.

Enjoy Luxurious All-Night SLEEPING COMFORT

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
if not as advertised therein

UL

WORLD'S LARGEST MANUFACTURERS OF
Northern
MADE
ELECTRIC BLANKETS AND HEATING PADS

FULLY AUTOMATIC ELECTRIC BLANKETS
Fully automatic controls compensate for any
room temperature change—while you sleep!
Twin and double—single and dual control mod-
els in popular fabrics from \$19.95. 2 year 100%
replacement guarantee.

FOR YOUR BEST ELECTRIC BLANKET AND HEATING PAD VALUES
look for these brand names: Northern, Northern Special, Northern Deluxe, Crestwood, Century,
Empress and Laurel—all made by **NORTHERN ELECTRIC COMPANY—CHICAGO.**

AIR REPLACES STEEL IN 1958 CAR SPRINGS

and now—you really ride on air

Airide—a completely new kind of car spring, an idea pioneered by Firestone—becomes a reality in the 1958 cars. Metal springs are replaced by pneumatic cushions which give you the brand-new experience, the buoyant feeling, of actually riding on air! And with this luxurious, bump-free, vibration-free comfort, you get new safety, and stability such as you never could find with conventional springs. Carefully measured tests prove

that road shock is reduced by a remarkable 60 percent. Trips made on Airide are far less tiring and, with shocks insulated so effectively, Airide actually lengthens the life of your car. There's no forward "dive" when you stop. There's no "tail drag" when you load up the luggage compartment. Empty or loaded, the car is automatically self-leveling. It's not like riding on air—it IS riding on air!

The greatest ride advance since the balloon tire by Firestone

YOU'LL get the surprise of your life when you test Airide! Jarring bumps that you have always desperately tried to avoid seem to vanish in thin air. And indeed, *air* is the secret of this revolutionary development.

Pleasant surprises start from the moment you are seated in a 1958 car equipped with Airide springs. As you step inside, Airide adjusts your car to your added weight and that of each passenger. Load in your heavy luggage and note how Airide keeps your car on even keel despite uneven loading.

Take off with a flying start and appreciate

the absence of "tail dip." Experience the new "feel" to driving, the exhilarating sensation of airy buoyancy. Take an unpaved road and look for the worst bumps—the kind that used to "bottom" your car against the axles. Airide swallows the shock—and lets your car roll smoothly on with never an afterbounce.

Head next for a stretch of pavement—the kind of road on which you do most of your driving. You'll find riding is noticeably quieter—with even the normal road ripples soaked up in a cushion of air. There's no fatiguing high-frequency vibration. You reach an intersection and stop suddenly. There's

no forward "dive." You feel more secure on tight curves and corners, too.

Your first Airide will be nothing short of a revelation. That's because this new kind of riding—on air—is something you have to experience to believe! And Airide advantages extend even beyond riding comfort and car control. Airide actually outlasts all types of metal springs. Carefully kept maintenance records show that airsprings give as much as 700,000 miles of use with only negligible wear in giant passenger buses.

For the past four years, many of our largest truck and bus companies have used airsprung



NOW YOU REALLY RIDE ON AIR—

YOU'LL NEVER KNOW THE BUMPS ARE THERE

Air separates you, in the "upper car," from the bump-taking chassis below, as this representation graphically shows.

suspensions—found them virtually foolproof and easy to service. To quote one report: "It is our definite conclusion that airsprings save wear and tear on buses. Road shock is not transmitted to coach bodies as is the case with steel springs."

What makes Airide so effective? The simple fact that it's an *adaptable* system—one that automatically adjusts itself to meet every demand. Each of the four rubber cushions that float the "upper car" over the axles works independently. Each rubberized nylon air cushion calls on its own outside supply

of additional compressed air as bumps from below or added weight from above begin to flatten it out.

Airide literally "breathes." It inhales to resist compression, exhales to recover. This feature, combined with the natural cushioning advantages of rubber and air, makes Airide the most anticipated, most wanted equipment on 1958 passenger cars.

Arrange a revelation ride with your new car dealer soon. Learn why Airide by Firestone will make 1958 an automotive year for you to remember.

Copyright 1957, The Firestone Tire & Rubber Co.

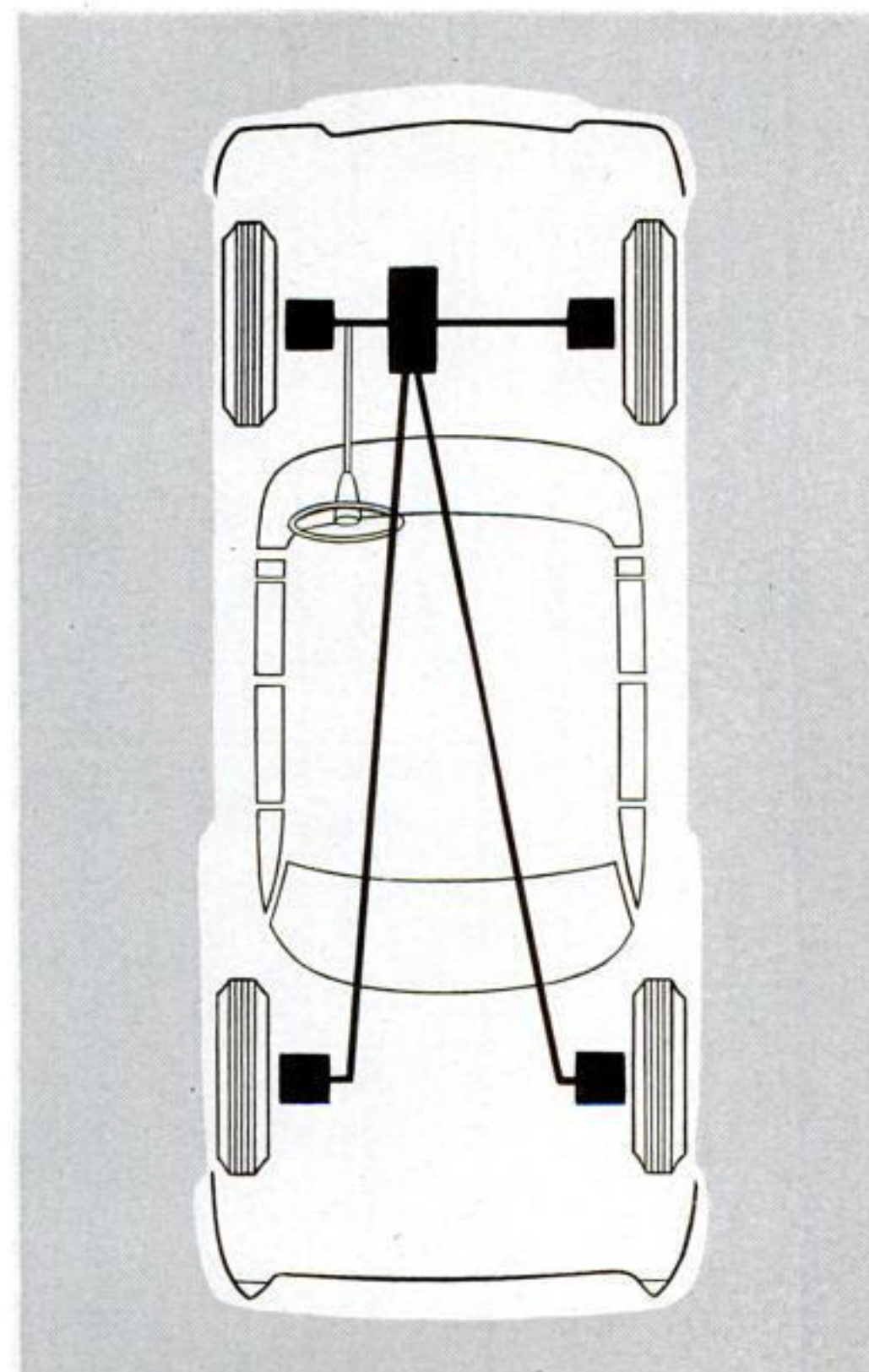
AIRIDE
Airsprings by
Firestone
BETTER RUBBER FROM START TO FINISH



500,000,000 miles of use in buses and trucks prove airsprings outlast conventional springs by hundreds of thousands of miles.



Airide adjusts to every change in weight or location of load—maintains constant road clearance and level ride-platform always.



Airide cushions, filled with air, absorb shocks at each wheel. Additional air is taken as needed from supply tank.

Enjoy the Voice of Firestone on ABC television every Monday evening.



FASHION



AS A CAR COAT the bear (Sportowne, \$100) is shown with slacks—the way it will be worn most.

BOGUS BEARSKIN

In the world of furs, bearskin has been pretty well limited to serving as a background for bare-bottomed babies of a generation ago. Now, on the heels of man-made furs such as mink and beaver (LIFE, Dec. 5, 1955), mock polar bear has arrived as a useful fashion for ladies of more advanced ages. In a season where real long-haired furs are newly popular, these coats are stylishly bulky. But because they are made of a 100% synthetic fabric developed by Princeton Knitting Mills, they are lightweight as well as warm and can be washed by machine. Although polar bear coats are primarily intended for sports wear, they look well over simple suits in town, can double as the shaggiest bathrobe in years (*at left*), and would be dramatic, to say the least, over a sheath for evening.

AS A BATHROBE, the coat is luxuriously warm and equally practical as it can be washed by machine.

Country Squire™
Supple top-grain cowhide
with Mighty-Dot™
for town and country
all-round wear.
About \$1.89



Long-wearing gloves with a dress-up look

You've never seen such handsome styling, so many attractive colors and patterns, in gloves that are made for hard long wear. So smart you'd think they were made just to look at...and you'll really be amazed at the low prices too! That's why you'll be seeing Riegel gloves for all the family...everywhere. You'll like them!



Mighty-Scrapper™
Knit-wrist... and
Rambler™... Driver's style.
Both rugged leather,
Mighty-Dot back in
contrasting colors.
89¢ and \$1.19



Roadmaster™
Utility glove
in jersey with
Mighty-Dot palm.
Knit-wrist and
slip-on styles.
59¢ and 79¢



Ladyfingers™
Pastels and rosebud
prints, some with
Mighty-Dot palm, for
pretty protection in
house and garden chores.
49¢ to 79¢



Gay Blades™
Gay patterns! Gay colors!
Gay gifts! For boys
and girls from 5 through
teens. Washable.
39¢ to 79¢

Riegel
leader in
style, wear, value

Sold in leading stores everywhere; write for names in your area.

Glove Division, Riegel Textile Corporation, Conover, North Carolina

Other fine Riegel Products: Cotton & Blended Fabrics. Embroidered Pillowcases.
Infants Knitwear, Diapers, Crib Sheets, Baby Blankets, Industrial Work Gloves.

Coming Soon



COMPARE BRILLIANCE of Du Pont "Lucite" Lacquer finish (right) with weathered appearance of conventional finish (above) after both cars have gone 36 months with no more care than ordinary washing. "Lucite" Lacquer is not only more durable, but also far easier to clean!



The '58 cars in new

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Du Pont **LUCITE*** Lacquer

You'll thrill to color so deep you can "see into" it—and this finish keeps its showroom brilliance three times longer!

When the '58 cars are unveiled, you'll see many styled in startlingly beautiful colors. Easier to care for than any previously known finish, new Du Pont "Lucite" Acrylic Lacquer achieves dramatic new hues with metallic powders and pigments that sparkle in a diamond-clear "Lucite" base. The color effects are so rich and exciting you'll have to see them to appreciate what happens. It's like looking into a pool of liquid color and seeing the subtle changes from pastels to

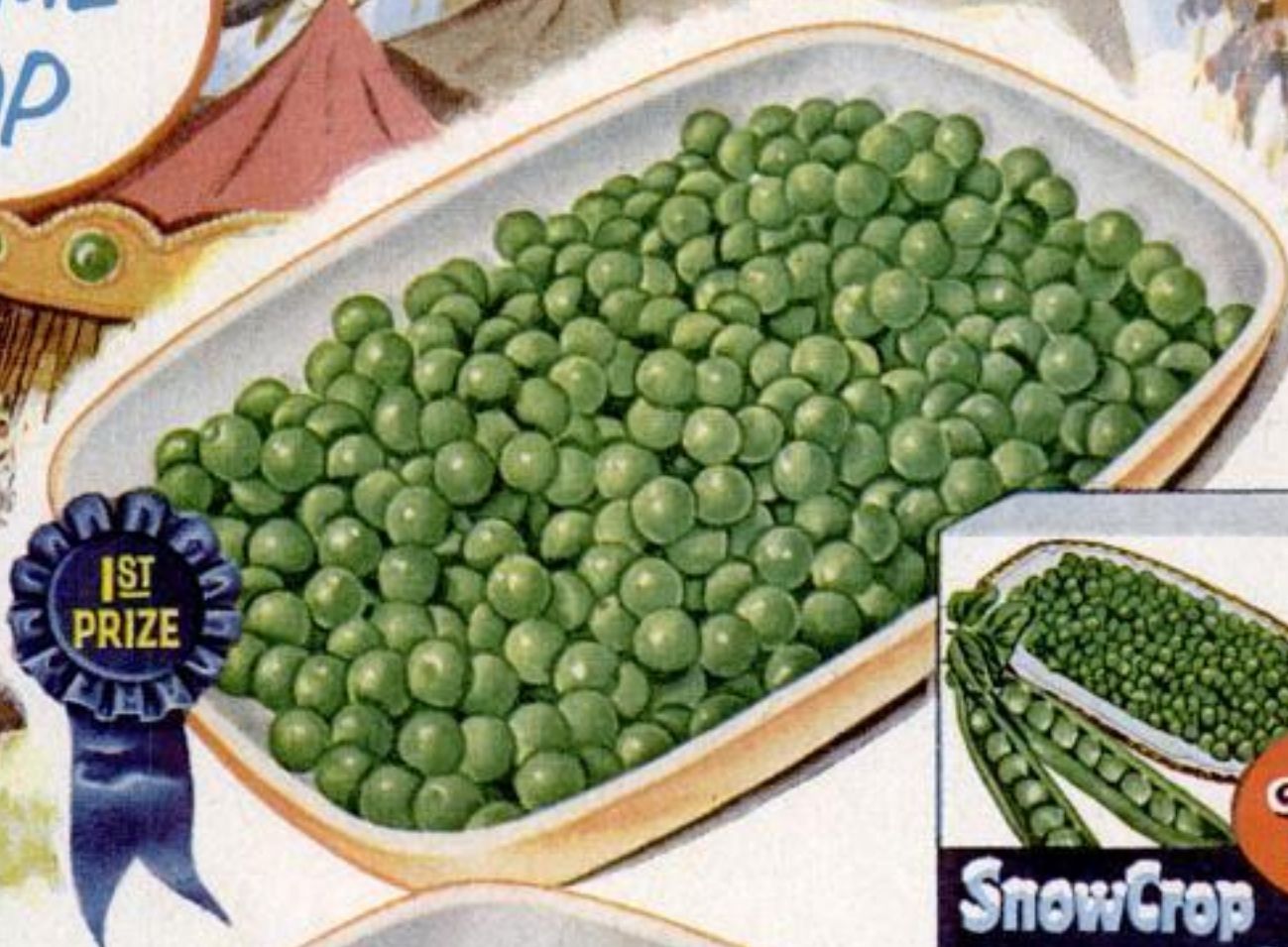
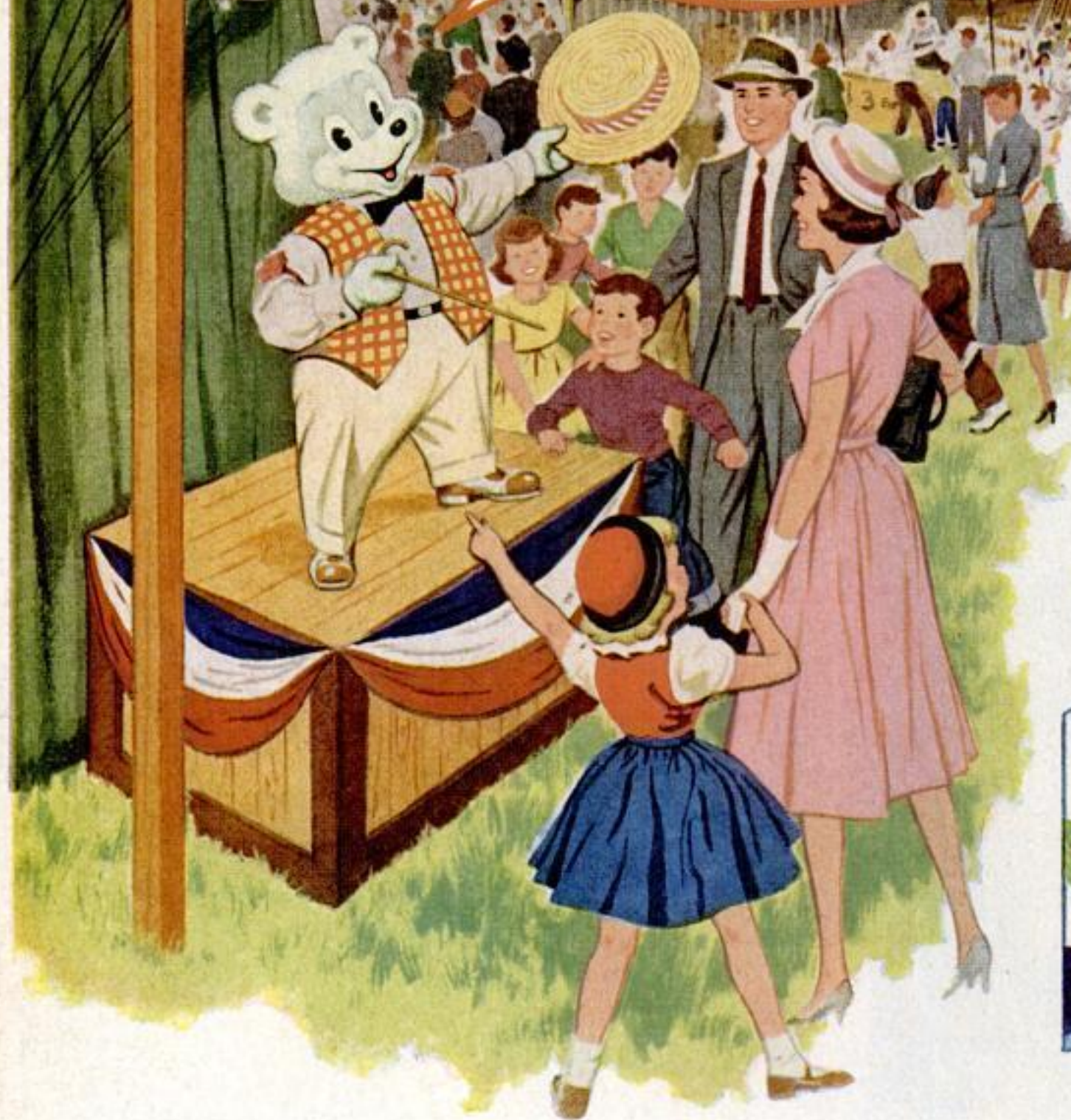
deeper values. And whether in the new metallics, or in traditional colors, Du Pont "Lucite" Lacquer is so *durable* it stays bright and beautiful three times longer than the best conventional finishes. Water rolls off . . . dirt slides off the jewel-smooth surface. So it is easier to clean and stays clean longer. You'll want this remarkable new finish on your new car. Look for the many makes and models that will be available in Du Pont "Lucite."

*REGISTERED TRADEMARK FOR DU PONT'S ACRYLIC LACQUER

Snow Crop's COUNTY FAIR

Featuring Special Values in Top of the Crop Frozen Vegetables

Step right up! Shop and Save!
It's COUNTY FAIR TIME
AT YOUR SNOW CROP
DEALERS!



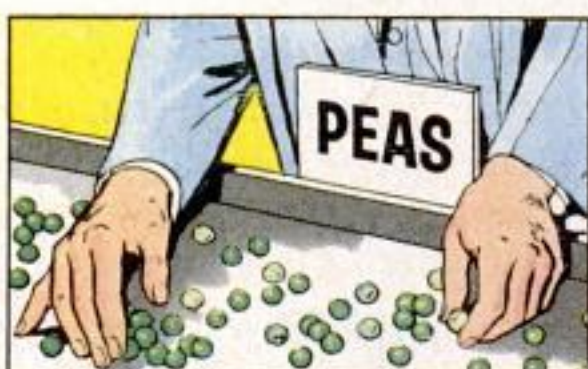
SnowCrop

GUARANTEED*

Top of the Frozen Food Crop



GUARANTEED BECAUSE
Trained Snow Crop Quality
Inspectors like H. D. Harding...



Check and double-check every
batch of Snow Crop frozen vege-
tables from field to freezer for
color, size, texture and flavor.



They reject any vegetables
that don't measure up to or
surpass Snow Crop's rigid
Top-of-the-Crop standards.



That's why Snow Crop is able
to guarantee you a perfect
package every time—or
double your money back!

***COMPARE** Snow Crop frozen vege-
tables with any others you've served. If
you don't honestly think they're the best
you've ever tasted, send the wrapper
showing the price you paid together
with your name and address to: Snow
Crop, Box 89, New York 13, N. Y. We'll
mail you back *double* the purchase price.



AT AN UPPERCLASSMAN'S TRUCULENT COMMAND, A GROUP OF MUHLENBERG COEDS RAISE THEIR CAPS AND TREMULOUSLY CHANT COLLEGE SONG

Sound of Girlish Voices Strikes a New Note at Muhlenberg

For the students of Muhlenberg College in Allentown, Pa., the traditional pleasures of hazing had a special tang this fall. For the first time since the Lutheran men's college was founded a hundred and nine years ago there were girls in the student body—over a hundred of them in the incoming class of 305. Muhlenberg, the last holdout among the nation's 30 Lutheran liberal arts colleges, decided to turn coed after the church promised to raise \$1.5 million to finance the change.

A student committee had ruled that the girls were not

to be spared the rigors of hazing. Every day from dawn to dusk prowling upperclassmen gleefully ordered nervous coeds to shout out college cheers and songs ("Put on your old gray bonnet with Muhlenberg upon it . . ."). Poor memory or outraged back talk merely brought the offenders before the Freshman Tribunal which dealt out humiliating penalties. But the girls turned out to be so diplomatic and decorative that the sternest bastions of Muhlenberg masculinity crumbled, and even aloof upperclassmen quickly began to fraternize with the lowly frosh.

Photographed for LIFE by BRUCE DAVIDSON

CONTINUED 111

MUHLENBERG CONTINUED

Taunts, Tears, Humiliation . . .



ON CARPET for breaking rules, Lyn Frere (*left*), Carol Coolidge try to keep upper lip stiff before

Freshman Tribunal. To taunt, "Don't you ever smile?" Carol retorted, "I save it for weekends."



CLOSE TO TEARS after relentless heckling, Carol and Lyn await sentence outside tribunal door.

SERVING SENTENCE (*below*), Lyn and Carol help scrub statue of General "Pete" Muhlenberg.



UNDER STRICT SUPERVISION FOUR CONVICTED



COEDS PICK UP LITTER. THEN THEY STRAIGHTENED BENT GRASS BLADES

... A Little Back Talk



"WHADDYA EXPECT, PERFECTION?" protests Ida Díaz, when Bob Hervey scolds her for forgetting "M" Book, which freshmen must always carry.



"YOU BE CIVIL," roars Hervey, "or you'll wear your clothes backward for a week." Replies Ida (below) with a drop-dead look, "Yes, Mr. Hervey."



A Few Smiles and Then the Big Thaw



LONE GIRL, Taimi Toffer, a transfer from Cedar Crest College, sits in all-male chemistry class.



TIGHT SQUEEZE results when friendly male students pile into a freshman's car for a joy ride.



RETURNING A COMPLIMENT, girls sing *Tell Me Why* during candlelight serenade in front of

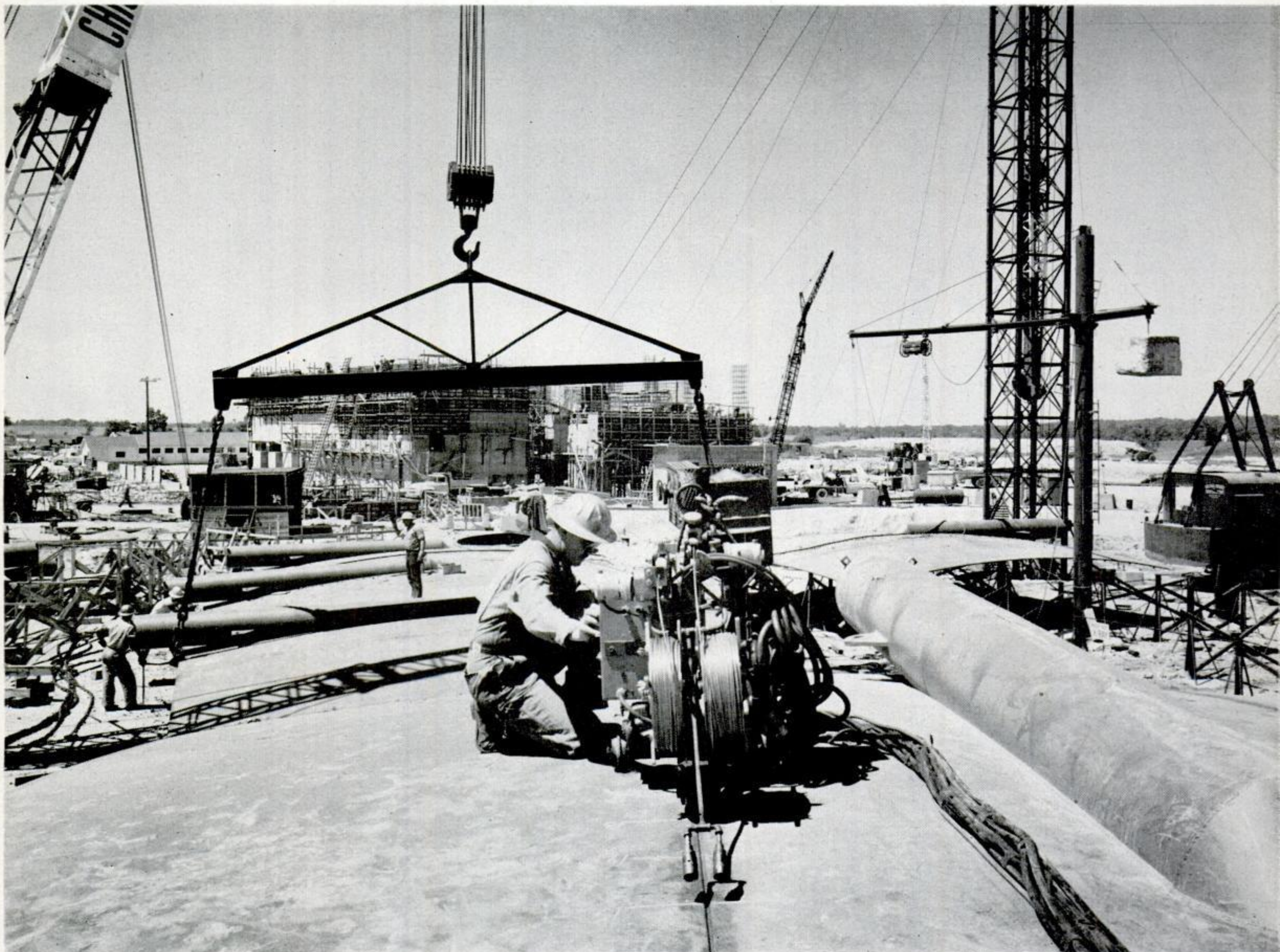
men's dormitory. A week earlier Sigma Phi Epsilon had serenaded girls in front of women's dorm.



TENTATIVE ACQUAINTANCE is struck up by Irmgard Engelhard, sophomore Ralph Borneman.

BARRIERS DOWN, Muhlenberg men banter with Gail Rosenberg under eyes of General Pete.





Workmen weld the giant reactor container (foreground) and construct the power building (background) at the Dresden, Ill., atomic-electric plant. Commonwealth Edison Company, 6 other electric companies and their equipment makers are developing this project.

New power plants to produce electricity

These photographs show various stages in the development of some of the exciting new atomic-electric power plant projects.

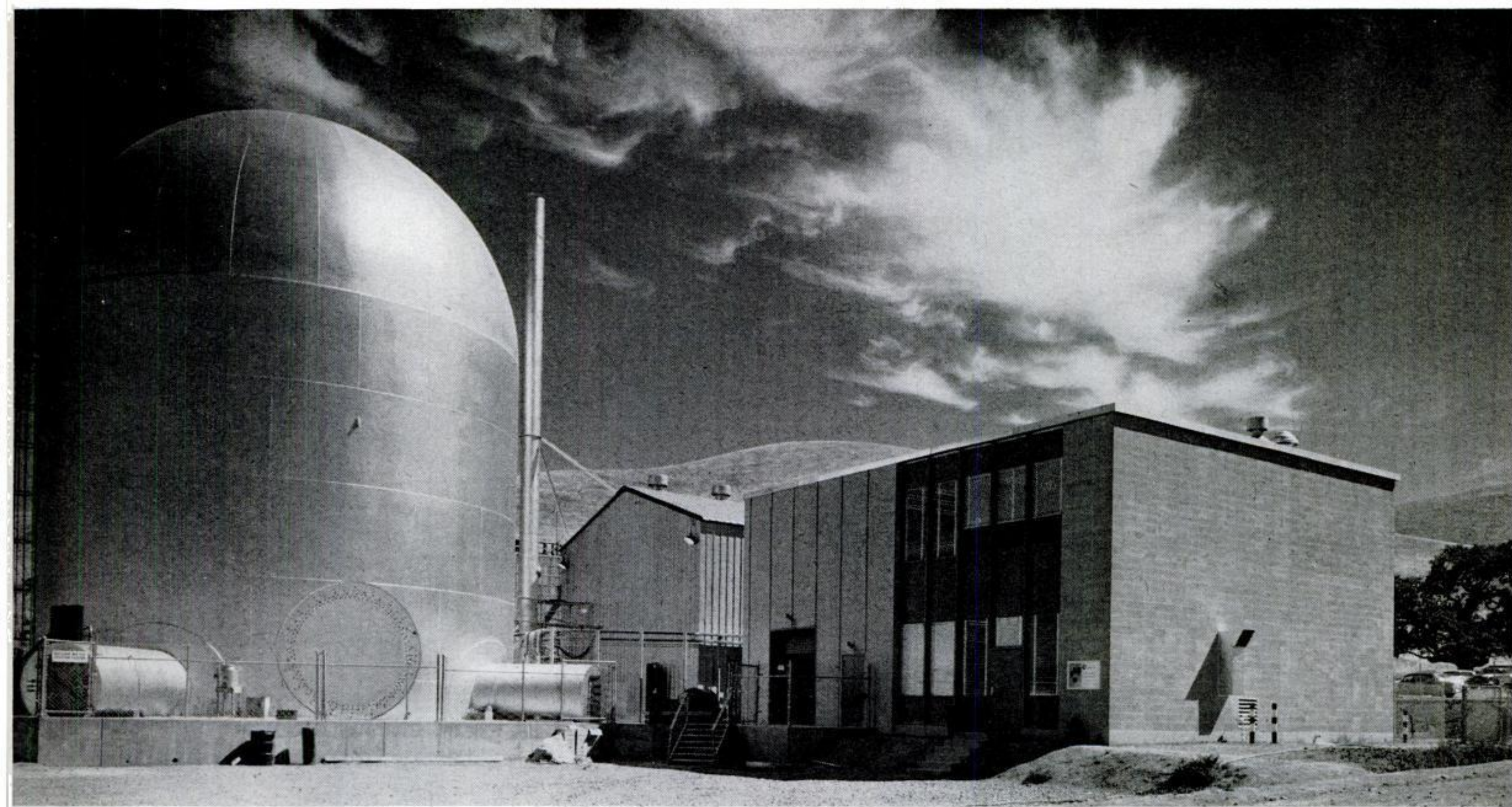
These three, and others like them, are being developed by a number of independent electric light and power companies and their equipment manufacturers, and with the cooperation of the U. S. Atomic Energy Commission.

Such pioneering plants will produce electricity for thousands of homes, farms and businesses. And more than

that, they will help develop a whole new science. Building and operating them will provide the knowledge and experience for even more efficient atomic-electric plants in the future.

The independent electric light and power companies have helped bring this nation the best and most up-to-date electric service in the world. You can count on them to help develop the best ways to put the atom to work making electricity for America.

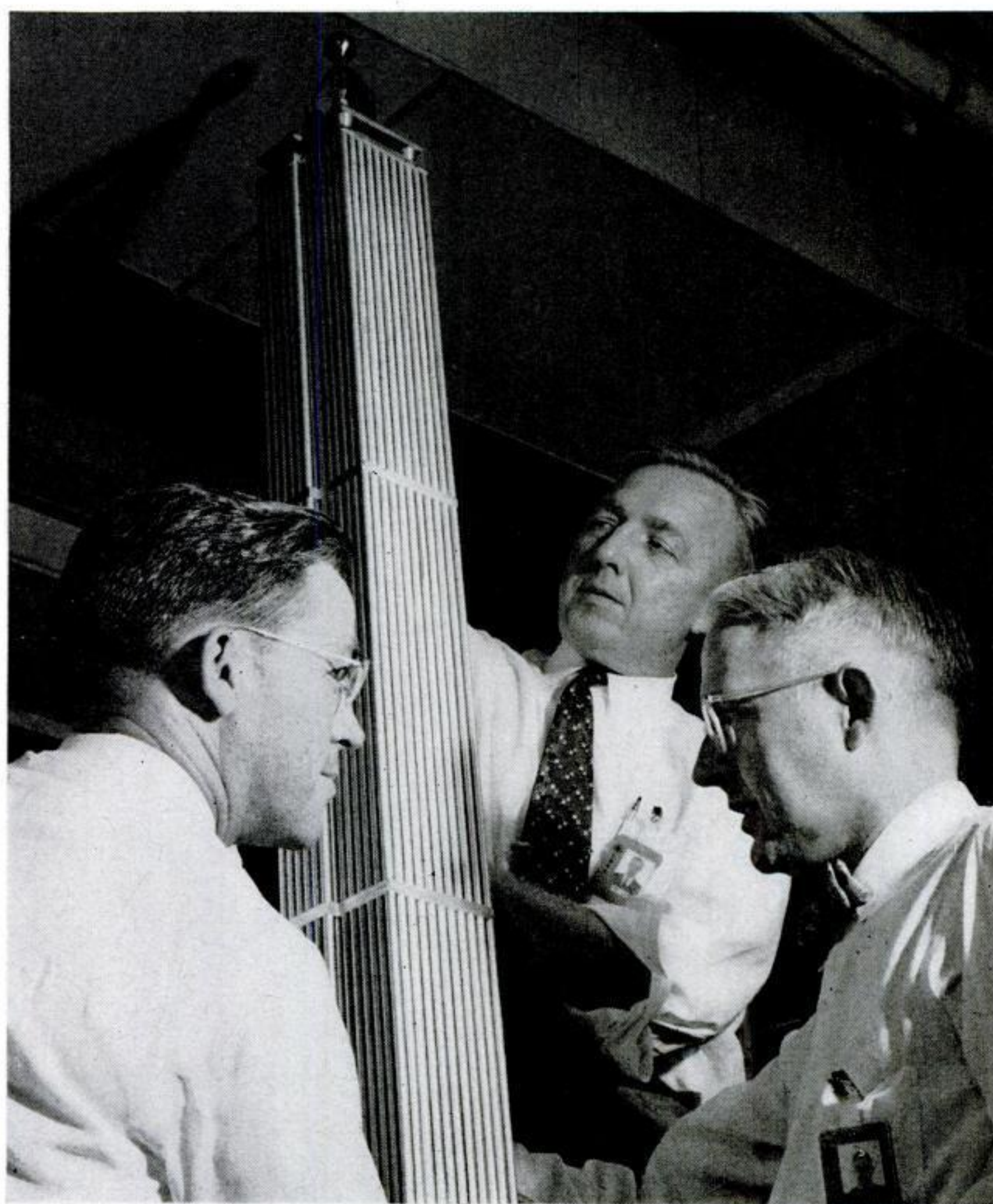
America's Independent



The new atomic reactor (left) and electric generator building (right) at a developmental atomic-electric plant near Pleasanton, Calif. The reactor was built by the General Electric Company; the electric power plant by the Pacific Gas & Electric Company.

from the atom

Engineers inspect a complicated atomic fuel assembly — the kind being built for the Yankee Atomic Electric plant at Rowe, Mass. Twelve New England electric companies, a number of equipment makers and the AEC are working together on this project.



Electric Light and Power Companies*

**Company names on request through this magazine.*

FICTION BY A GOVERNOR



TAPROOM TRICKS are used by story's narrator, Pete Martin (left), who gives own cards to freeloaders whose drinks are bought by fellow candidate (far right).

ON A ROWDY CAMPAIGN



In an excerpt from a Chief Executive's comic novel, a tavern free-for-all and last-minute courtroom turnabout propel hapless candidate to victory

by **FOSTER FURCOLO**

Governor of Massachusetts



THE AUTHOR

Next week Harcourt, Brace and Company will publish a comic political novel entitled *Let George Do It!* The author, listed as "John Foster," is really Foster Furcolo, governor of Massachusetts. Furcolo had hoped to keep his identity secret, but rumors made this impossible.

The book is narrated by Peter Martin, who is prevailed upon by a glib friend, George Clancy, to run for the state legislature. George's ingenious maneuverings, particularly his appeals to racial groups—which Furcolo hopes will prompt readers to vow never to "let George do it"—are demonstrated in the following selection, which begins with an evening's campaigning in the company of a fellow candidate.

THE night we went out campaigning with Congressman-to-Be Don Billings was one of the high spots of the whole darn thing, in my opinion. I got to admit right now that Mr. Billings is a very nice man, but if all Congressmen are like him, I do not wonder that nothing ever gets done in Washington.

I do not see why Mr. Billings is going to help us out and George says: "He doesn't know he's going to help us. He thinks we're helping him. I told him we would take him into our stronghold and get him some votes." "What is our stronghold?" Joe asks him. "If we got one, I don't know where it is," George answers. "But we can't tell Billings that."

We all start off in Mr. Billings' car. "You got some cards, Don?" George is asking Mr. Billings. "Give some to my friends here—a handful apiece." My friends Joe and Eddie and I each take a bunch of them. "Now here's what we do," says George to Mr. Billings. "When we go in a place, you stand at the end of the bar and tell the bartender to give the boys a drink. Then we will go and pass the cards around and tell them who is buying the drinks for them."

We land in the first cafe and, like George says, Mr. Billings goes in and stands at the end of the bar. "Give the boys a drink," says Mr. Billings, and lays down a \$10 bill.

"Excuse me," says George. "I must go to the men's room." He grabs me and Joe and Eddie by the arm. "Come on." We are hustled into the men's room. "Here, give me

those," George says, and grabs the Billings cards out of our hands. He throws them under the sink and then draws out some of my cards which say "VOTE FOR PETER MARTIN." "There, you dopes, there. Just put one in everybody's pocket and tell them to have a drink on this guy and not to forget to give him a vote."

I and Joe and Eddie look at each other and then we stare at George. Joe finally speaks. "George," he says, and reaches out to shake his hand, "George, whatever I have thought of you at times I take back now. You are practically a genius."

Before we were through that night we must of put at least 300 cards in pockets of people. Every time we put the card in a guy's pocket we'd tell him to have a drink and then not to forget to vote. Then we'd say okay to Mr. Billings, who was at the end of the bar. The Congressman always raised his glass and said, "Best of luck, boys." He was all smiles and was greatly pleased with the way George had arranged things.

We got to the last tavern at about a quarter of 12 and who do we bump into but my old friend Flanagan the drunk, who has always been enthusiastic for me but who thinks I am another candidate named Murphy. He is sitting at the bar plastered to the gills, trying to make the bartender give him another drink. He is still talking about my opponent Murphy.

"Yes," he is telling the bartender, "as soon

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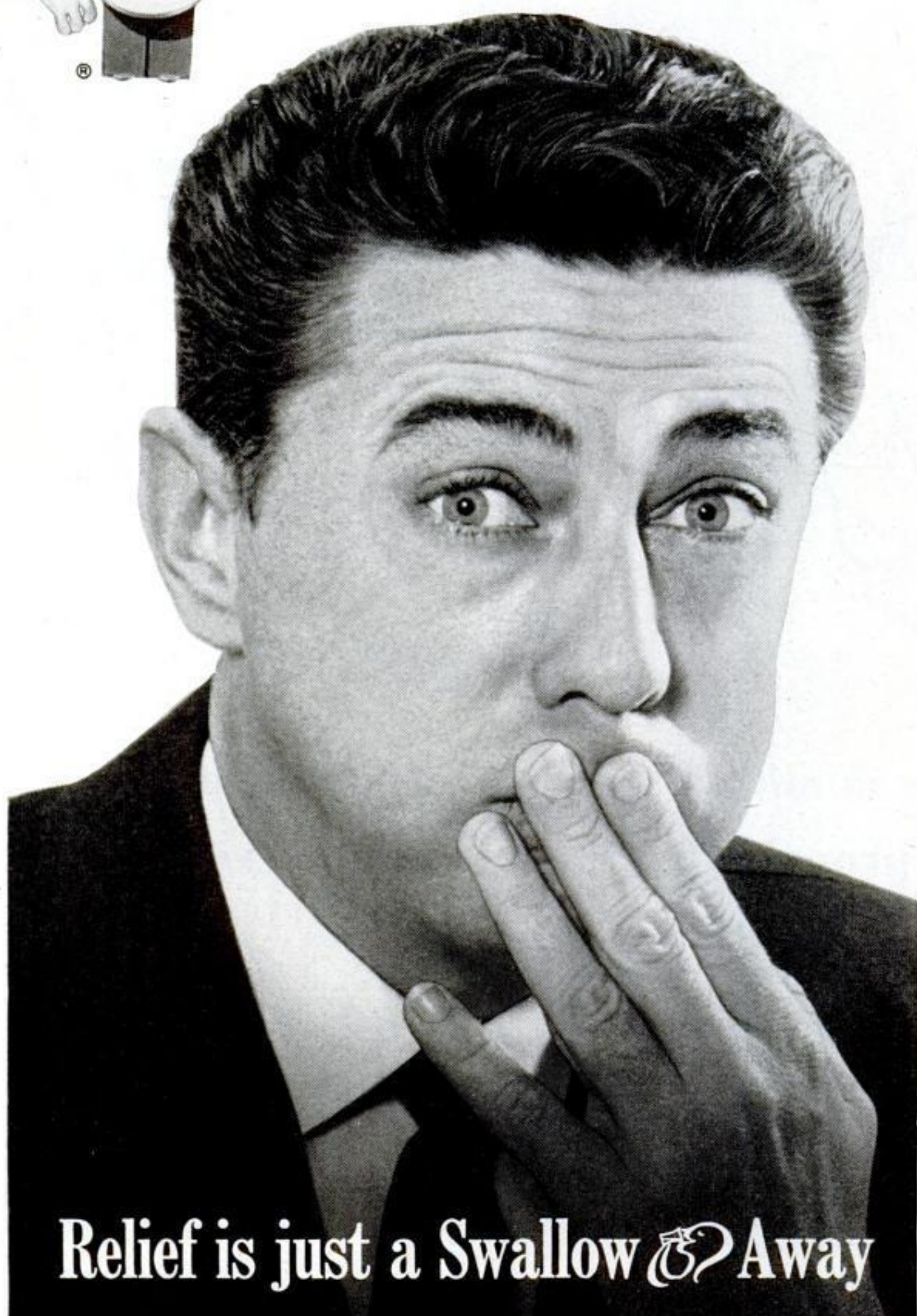
Drawings for LIFE by **GEORGE PRICE**

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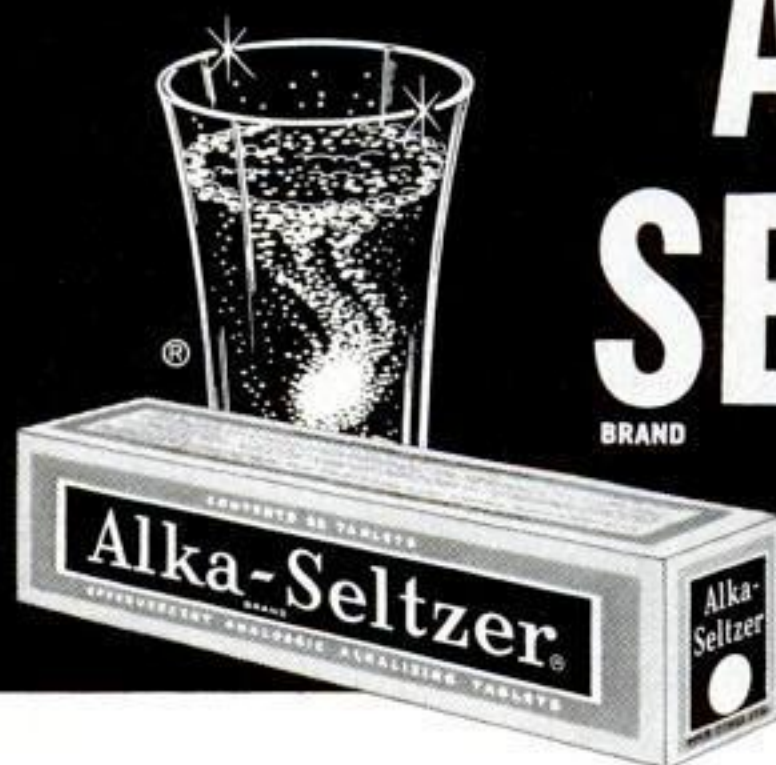


UPSET STOMACH?



Relief is just a Swallow & Away

It's natural for you to feel bad all over when you have indigestion. You need relief . . . not only for your upset stomach, but for ALL of you. This is the kind of superior relief ALKA-SELTZER gives. Try it and discover the difference!



ALKA- SELTZER®

BRAND

MILES LABORATORIES, INC.
ELKHART, INDIANA

...for Better Health



ROWDY CAMPAIGN CONTINUED

as my friend Murphy's elected representative I'll have him pass a law making you bartenders serve decent citizens who believe in the principles of the American Constitution. My friend Murphy will insist that a new amendment be passed so that in addition to freedom of religion, freedom of speech, and freedom of thought, there will also be the new freedom—the freedom of drink," he roars, pounding the bar with a big hairy fist.

I think then he must have recognized me, for he squints at me a second, then comes over and throws his arms around my neck.

"Hooray for Murphy," he starts hollering at the top of his voice. Somebody tries to pull him off my neck and there is a lot of noise and confusion. The first thing I know, a fellow in a white apron has old Flanagan by the back of the neck and the seat of the pants. "Outside, bum, outside," he is saying. It is the bartender. A young fellow standing there with a couple of other guys didn't like it. "Leave the guy alone," he warns the bartender. I turn around to say something to George and just going out the front door rather hurriedly is Mr. Billings. As later events proved, the Congressman is a man of unerring instinct and good judgment.

"Where's he going?" I ask George, and then I hear a wallop. All of a sudden I am in the midst of a fight. It is swirling all around me and over me and even under me because somehow or other I get tripped up and land on somebody on the floor. It is the bartender I am on, and under the bartender is old Flanagan. He is hollering, "Sock him, Representative. Hit him a good one for Ireland."

It is certainly a swell brawl while it lasts, and I think everybody in that darn tavern got into it somehow or other. When the cops finally get there—which wasn't long after it started—the joint is practically wrecked. As the police come rushing in I feel a wave of relief. "Boy," I say to myself, "I'm glad they came." I didn't know it, but I spoke too soon. I find that out a minute later, when I try to leave. A big bluecoat blocks my way. "Oh," he says, smiling at me, "you want to get out. Well, you will." He points to the fellows lying on the floor. "Just as soon as they come to we'll all be going," he tells me.

Have you ever spent a night in jail? Well, neither had I. But George and I were there until five o'clock in the morning. Then Joe and Eddie, who had escaped from the tavern before the cops arrived, bailed us out. On the way out we learned the charges against us: "Clancy, breach of the peace. Bail \$100 dollars. Martin, breach of the peace, assault and battery, and destruction of property. Bail \$500."

While we are having breakfast at an all-night cafeteria, a newsboy comes in with the morning sheet. I take one look and groan. Square on the front page it is and also right on the front page is a picture of the Busy Bee Tavern—or what is left of it. Next to the picture the headline says, "Busy Bee Scene of Midnight Battle." Under that—in smaller print, but not much smaller—it says: "Candidate for Representative Involved in Tavern Brawl." I feel as though I been hit with something cold and wet and heavy and hard. The story below it is no comfort either. It tells how I



BARROOM BEDLAM (left) engulfs the Busy Bee, damaging both patrons and furniture. Next morning, sitting in a cafeteria (above), Peter Martin at left looks over George's shoulder to grasp the full horror of the incident as reported in the early editions. Joe and Eddie are equally glum as they scan other copies of the paper.

am the "instigator" of the whole thing. George knits his brows together. "There's something funny about this whole thing and I'm going to find out what it is."

It was just about five cups of coffee later that George comes back and his feet are dragging. He sits down very wearily. "I'll hand you the story," he says. "Who do you think puts the finger on Pete?" he asks us. "It's that Irish drunk Flanagan, that's who it is. How do you like it? He told the cops that Pete started everything and wrecked the whole place."

Well, I can see how it could have happened. You remember that when he came in Flanagan was insisting that the bartender serve him another drink and the bartender wouldn't? And how Flanagan kept telling the bartender that if his friend the Representative was there the Representative would make them serve him a drink? Well, somehow or other he thinks that I had got mad at the bartender for not serving him and that I had proceeded to clean the place out. The way he's got it I'm his hero and he's praising me to the cops—at least, he thinks he's praising me. "The Representative," he keeps telling the cops, "God save the Representative."

Well, now we know how it was but it don't help us much. We're still in the jam. "What'll we do?" I asks George. "The first thing," he says, "is this. Get Flanagan out as soon as possible and hang on to him. Just wait outside the clink and get him as soon as they release him. They'll just hold him till he sobers up." "We'll get him," says Joe, "but what'll we do with him after we get him?" "That," says George, "is what I got to figure out." He turns to me. "In the meantime, Pete, you better go home and hit the hay. I'll figure something out and then I'll hand you the answer."

We talk to the lawyer

LATE that afternoon George gets me on the telephone. He is down at Jack Bradford's office and wants me to go down. Bradford is our lawyer. I pick up Eddie and Joe on the corner and we all go down and wait in the waiting room for maybe two hours.

Who do you think finally comes out of Mr. Bradford's private office? Flanagan the drunk. He looks at me but don't even say hello or anything. I think the only time he knows me is when he is drunk. He keeps walking right out, and some young guy is following him. Then Mr. Bradford calls us in.

"Sit down boys," he says to us, and then he sits down at his desk. Right away he puts on his lawyer's look and starts rubbing his chin. "Pete, you're in quite a jam," he finally announces.

Well now, as you know, I didn't go to no law school or anything like that, but I already know I am in quite a jam. But I have to be polite because, after all, Mr. Bradford is a lawyer and he is also quite a big shot in town. So I says, "Yes, I guess I am."

George is sitting in the corner with his hat on, puffing on his cigar. George sees me looking at him and tells me, "Jack is going to help you out all he can."

Mr. Bradford cleared his throat. "Mr. Flanagan," he says very dignified-like, "is sorry about what happened. He feels penitent to think he should have caused any embarrassment to Pete."

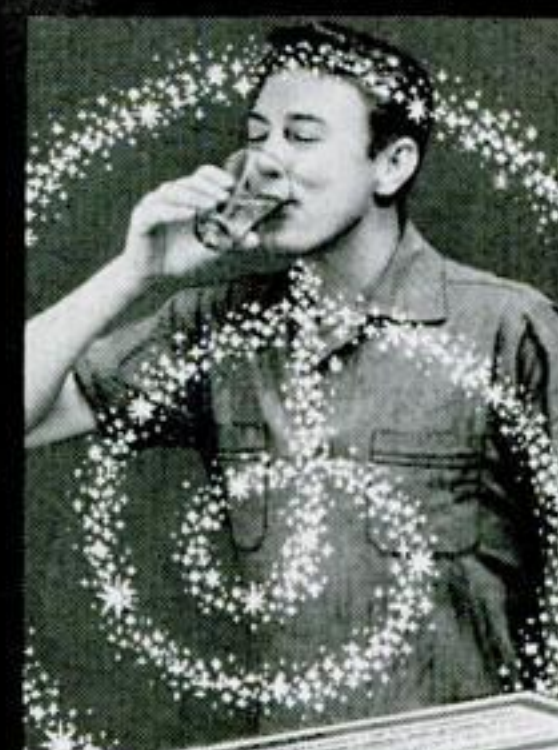
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UNEXPECTED APPEARANCE of Flanagan (left) cockily coming out of lawyer's office surprises Martin (right) waiting in anteroom with his friends.

ROWDY CAMPAIGN CONTINUED

Well, if that doesn't take the cake, I don't know what does. Here I am right smack in the middle of the bag because that drunk Flanagan had to go shooting his mouth off about something he didn't know anything about and my own lawyer is sticking up for him.

Joe must have been thinking the same thing. "Say," Joe says to Mr. Bradford, "whose lawyer are you, anyway?" "He's Pete's lawyer," says George. "Pete's lawyer and nobody else's. And what's more," he says, standing up and walking to the middle of the room, "he's going to get Pete out of this."

Boy, I feel good when he says that. "Yes?" I says to Mr. Bradford. He beams. "Yes," he replies, and I never had a better feeling in my life. Then he stops beaming and adds: "If it's possible."

Then Joe turns to George. "Well, mastermind," he says, sort of sarcastic-like, "how does Pete get out of this one?"

"I'll hand you the story," he begins. "This Judge Parker, who has your case, don't like liquor. So, when the case comes up tomorrow, all Pete has got to say is that he had nothing to drink because he does not approve of liquor. Then the judge will think a lot of Pete because everybody else in the joint was stewed and Pete was the only sober one there. Jack can make all the witnesses admit Pete was sober. Can't you, Jack?" he asks him. "Undoubtedly," says Mr. Bradford. I wait a second and, sure enough, he adds: "I should think." I groans to myself. "You see?" George says to me. "That's all there is to it."

To say that I am doubtful is an understatement. "Yes, George," I points out, "but what am I doing in such a place? And what about the fight?" George waves it off. "What fight?" he says.

I think my mouth must have dropped open because George was saying: "Well, what are you so surprised about? Did you do anything wrong? Can you help it if there's a fight? You can protect yourself, can't you? Self-defense is legal, ain't it?"

Mr. Bradford interrupts him. "Listen, boys," he says, "it's getting very late and we have to be up early tomorrow morning to be in court. Don't forget," he says, smiling like he imagines it very friendly, "the case of the People versus Peter Martin is coming up at nine o'clock and Judge Parker is very particular about promptness. We don't want to get off on the wrong foot with him." I groaned.

'The People versus Peter Martin'

THE clerk of the court says in a voice that everybody can hear, "For trial, the People versus Peter Martin." I shrink down in my seat and try to make myself as small as possible. Then the clerk is saying, "All prosecution witnesses stand up to be sworn." It looks to me like half the courtroom is getting up. There are five or six cops, a couple of dames and three fellows who'd been in that darn Busy Bee place and—I rub my eyes—yes, it is Flanagan the drunk. "That no-good stewbum," Joe says to George, "he's a prosecution witness. I thought you said he was all right. What kind of a frame-up is this, anyway? What's going on here?" Before George can answer, some guy they call the bailiff is rapping a gavel. "Quiet in the court," he hollers, and he's looking right at us.

The clerk has all the witnesses raise their hands and then he is saying, "You all swear to tell the truth, the whole truth,

CONTINUED

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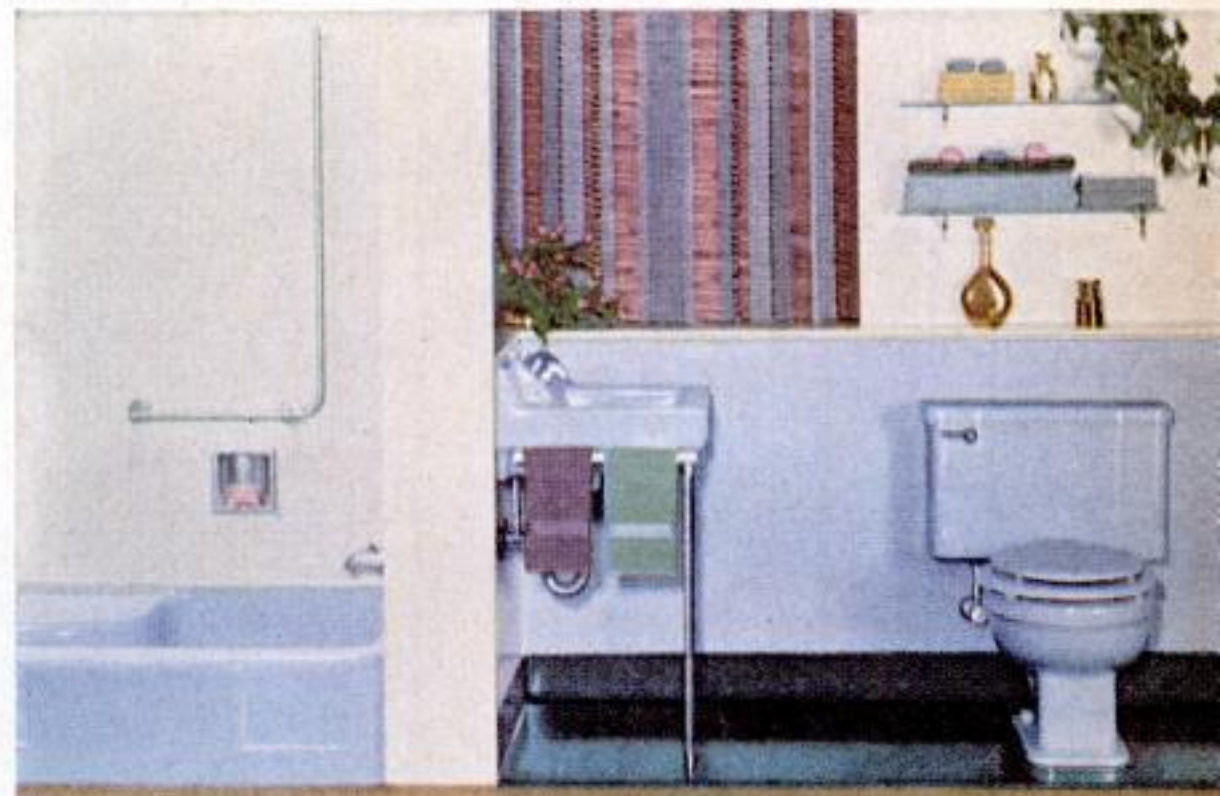
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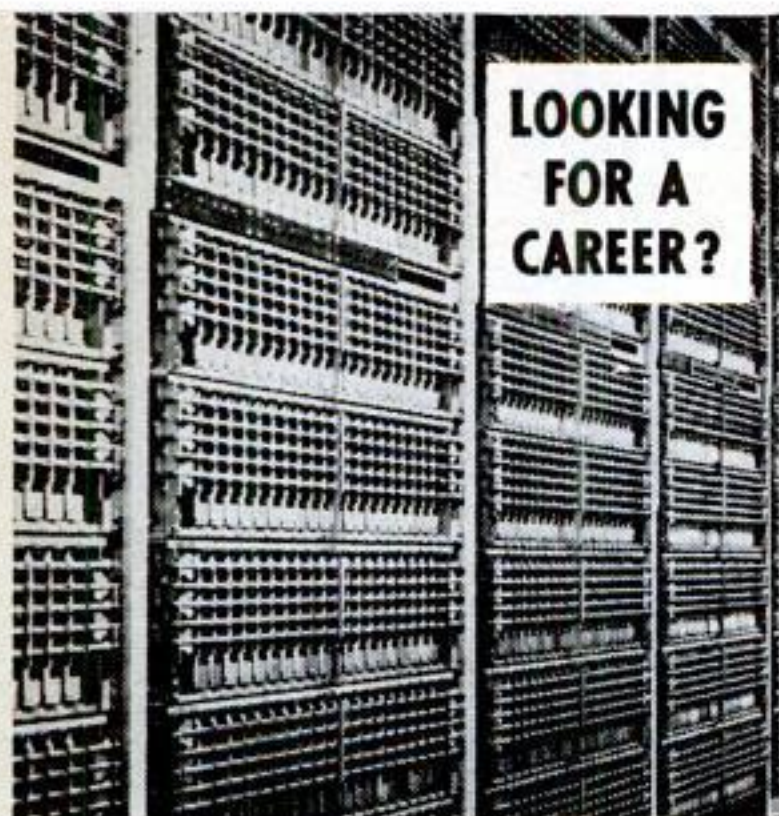
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PROSECUTION WITNESSES are sworn in. They include Flanagan (in front, second from right), who answers with others, adds, "So help me God."

ROWDY CAMPAIGN CONTINUED

and nothing but the truth, so help you God?" They all nod their heads except Flanagan, and he has to say after the clerk, "So help me God."

Then the clerk says, "The defendant will step forward." George nudges me and I have to walk down to the front and sit at a table next to Mr. Bradford. I feel awful self-conscious and I must be plenty red because my face feels like it's burning. I tell you I don't feel very much like a candidate for Representative right then.

The judge is a little dried-up old guy who looks like he never even been near a place where they sell anything to drink.

I whisper to Mr. Bradford: "He looks very tough to me." Mr. Bradford smiles very comfortably—at least, I guess he thinks it's comforting. "A very fine old gentleman, according to some people," he says, "whereas a lot of others call him Old Bluenose."

Well, we start the case. The prosecutor gets up and makes a speech. "Your Honor," he says, "the People will show that this defendant went into a place of business that was being conducted in a quiet and orderly fashion until his entrance. Then, less than five minutes after he entered, he proceeded to assault the bartender without any. . . ." The judge's head comes up with a jerk, and he interrupts him with a bark: "Did you say bartender?" "Yes, Your Honor," says the prosecutor. The judge glares at me. Then he speaks to the prosecutor again. "This assault occurred in a place that dispenses liquor?" "Yes, Your Honor," the prosecutor says, then adds very righteously, "It was a drunken brawl in—if Your Honor will pardon me—a gin mill." The judge looks at me again and this time his eyes are a couple of icicles dripping sparks. "Proceed with the case, Mr. Prosecutor," he says.

The innocent bystanders

WELL, it starts with what we later called the "innocent bystanders"—the customers. There were two women and three men and it was the same with every one of them: "Your name? You were in the Busy Bee on the night in question? You were an innocent bystander there?" And of course every goldarn one of them was positively an innocent bystander. Then the prosecutor would continue: "And was everything peaceful and quiet there until this—" then he'd stop and point at me in a very dramatic and accusing way, like I was a murderer or something—"until this man came in?" And the answer was always the same: "Yes, everything was quiet until he came in." Criminy, to hear them you'd think the people in that tavern had been talking in whispers like it was church or something.

"And then," the prosecutor would continue, "shortly after he came in the riot started?" "Yes, sir." "What started it? Tell us in your own words." Well, with all of them it was the same thing. There was something about Flanagan wanting a drink and the bartender and Flanagan talking back and forth about the drink and then I came in and the fight started.

I was awful disappointed in Mr. Bradford. He just sat there and when the witness got through he'd get up very slowly and—as I thought at first—sort of majestically. He'd fix his eye on the witness and sort of stalk over to him. "Now then," he'd begin, and I'd think to myself, "Boy, here's where that witness gets it." But after the "Now then" it seemed there'd be a long pause and finally Mr. Bradford would say, "Well, Mr. Martin wasn't drunk

CONTINUED

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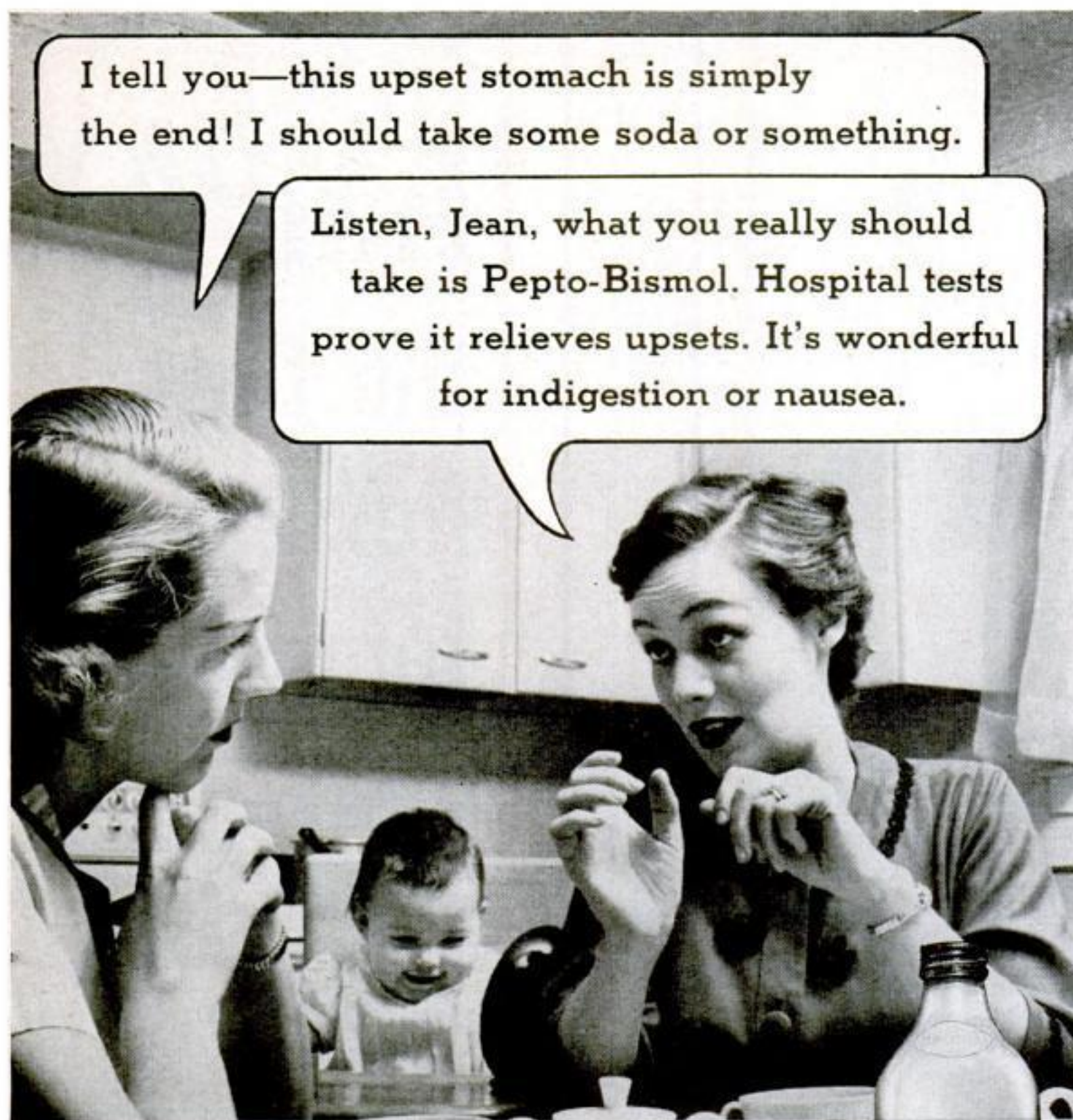
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ROWDY CAMPAIGN CONTINUED

or in any way under the influence of liquor, was he?" And of course they all had to admit I was sober. That was the only darn question he asked any of them. He whispered to me once, "At least we want the judge to know you were sober."

I didn't like that "at least" business.

Then they put the cops on. They said they'd arrested me as the cause of everything because Flanagan said I had started everything and that seemed to be the general consensus of opinion.

The next witness is the bartender. He is really a sight. He has a big shiner and a couple of pieces of adhesive plaster on his face. "Your name?" the prosecutor begins to the bartender. The judge sniffs. "His name, indeed," he snaps at the prosecutor. "I know his name better than I know yours. He's been in here almost as much as I have myself. Mr. Probation Officer," he says to some other guy who is sitting near the bailiff, "give me Grogan's card." The guy comes over with a card and the judge looks at it. "Yes, Mr. Prosecutor," he says, "Grogan has been before me exactly seven times in the past eight years. Let's see. Four times for drunkenness, perjury once, and twice for assault and battery." He looks up from the card. "Proceed, Mr. Prosecutor."

Grogan starts to answer the questions. I guess he's pretty nervous and I don't blame him much with that record. He does a lot of stammering and hesitating. "Did the defendant hit you?" the prosecutor finally asks. Before he can answer, Mr. Bradford is on his feet objecting. My own lawyer, mind you, and he's objecting to an answer by the one guy there who knows that I didn't hit him.

I think my chance is gone, but the prosecutor is asking him in another way. "Who hit you?" he asks, and he smiles at Mr. Bradford in a very superior manner. Mr. Bradford leans over to me and whispers: "I can't object to the question in that form. It's admissible." "Good," I says.

I lean forward waiting for the bartender to answer, but I'll be darned if he don't look as though he's having trouble with that question. He looks around kind of helpless like. "I don't know the fellow's name," he mutters kind of shame-faced. "What?" roars the prosecutor, and then that darned lawyer of mine is on his feet hollering again. "He's answered the question, Your Honor," Mr. Bradford is telling the judge. "He's answered the question, he says he doesn't know." "He does know," says the prosecutor. "No," says my lawyer, "he doesn't know."

'He does too know'

THE two of them are hollering back and forth "He does know," "He doesn't know," and the judge is saying "Quiet, please, quiet," and the bailiff is banging his gavel down, and it is more than I can stand. I jump up. "He does too know," I shout. "He may not know the fellow's name but he does too know," I shout. "He may not know the fellow's name but he does too know who hit him."

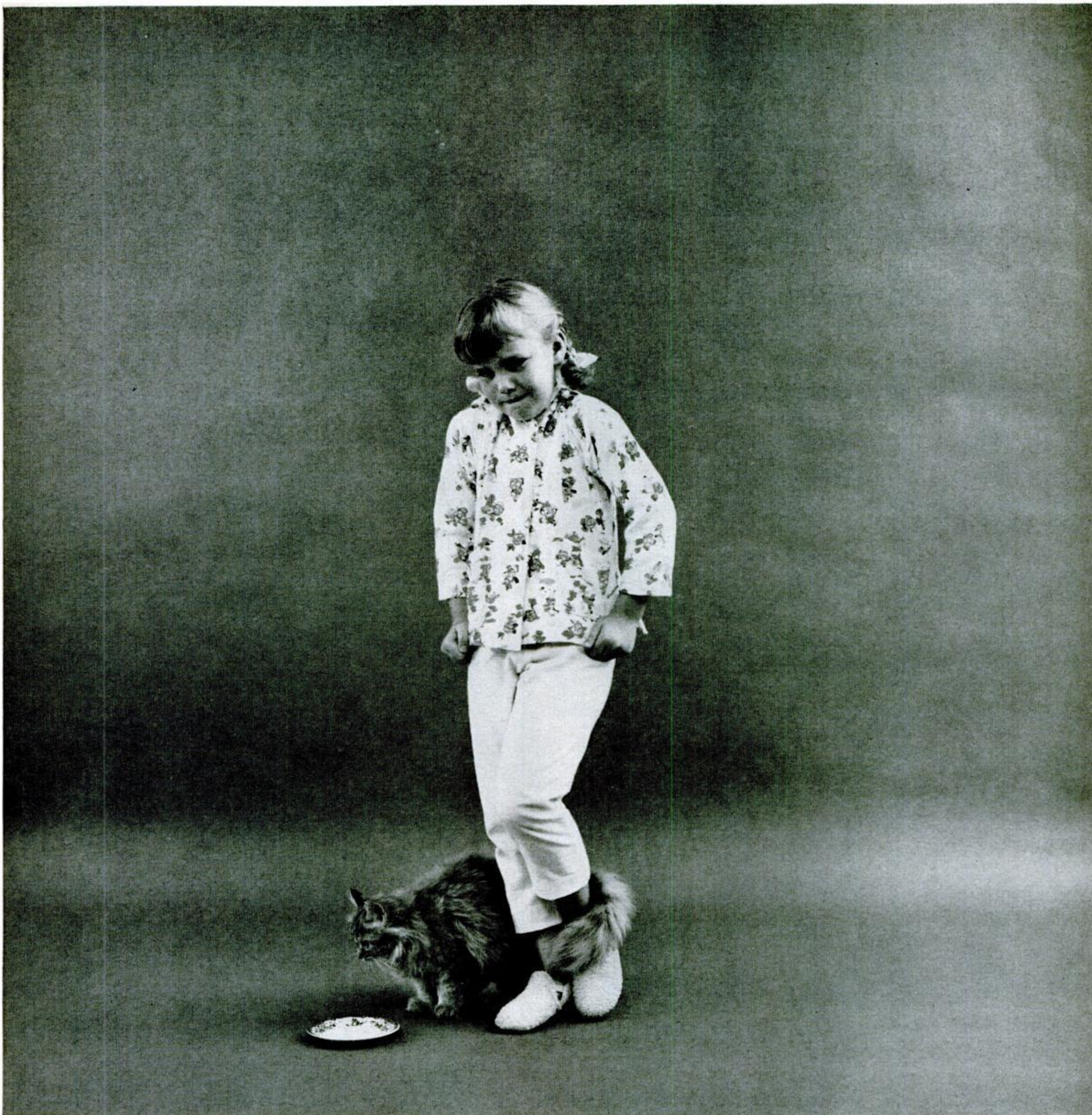
Mr. Bradford stops yelling long enough to push me into the chair and the judge sits glaring at me. "Young man," he finally says, "you are in a very serious situation and I would advise you to remain silent until your lawyer advises you to speak." He then glares at my lawyer and the prosecutor. "And as for you two gentlemen," he says, and he is very sarcastic, "I would suggest that you address your objections to the court and stop bickering. You may continue, Mr. Prosecutor."

"Oh," I am saying to myself, "if he'll only ask the bartender that question again." Sure enough, he does ask him again. The poor bartender looks all at sea. "Your Honor," he says, "I don't know how to answer that question. Every time I start to try and answer, these two lawyers start hollering and getting me all confused. But all the time I do know, Your Honor, if they'll only let me say what I have to say. Do you see what I mean, Your Honor?" he finishes up.

Before the judge can say anything, Mr. Bradford is on his feet again. "Your Honor, I move that the entire answer be stricken as not responsive," he says. The prosecutor won't have none of that. "I object to the allowance of such a motion, Your Honor," he tells the judge. "I think the answer of the witness was very responsive." "It was not," says Mr. Bradford. The judge is pounding his fist on his bench. "Quiet, quiet," he is shouting at the two lawyers, and finally they both shut up.

The judge is trying hard to keep his temper and finally he says very quietly, "Proceed, Mr. Prosecutor." Before the prosecutor can say anything Mr. Bradford is up again. "How does Your Honor rule on my motion?" he asks. "Your motion?" the judge asks. "Frankly, I've forgotten just what your motion was." "To strike out the answer," Mr. Bradford reminds him. "Hmmm, yes,"

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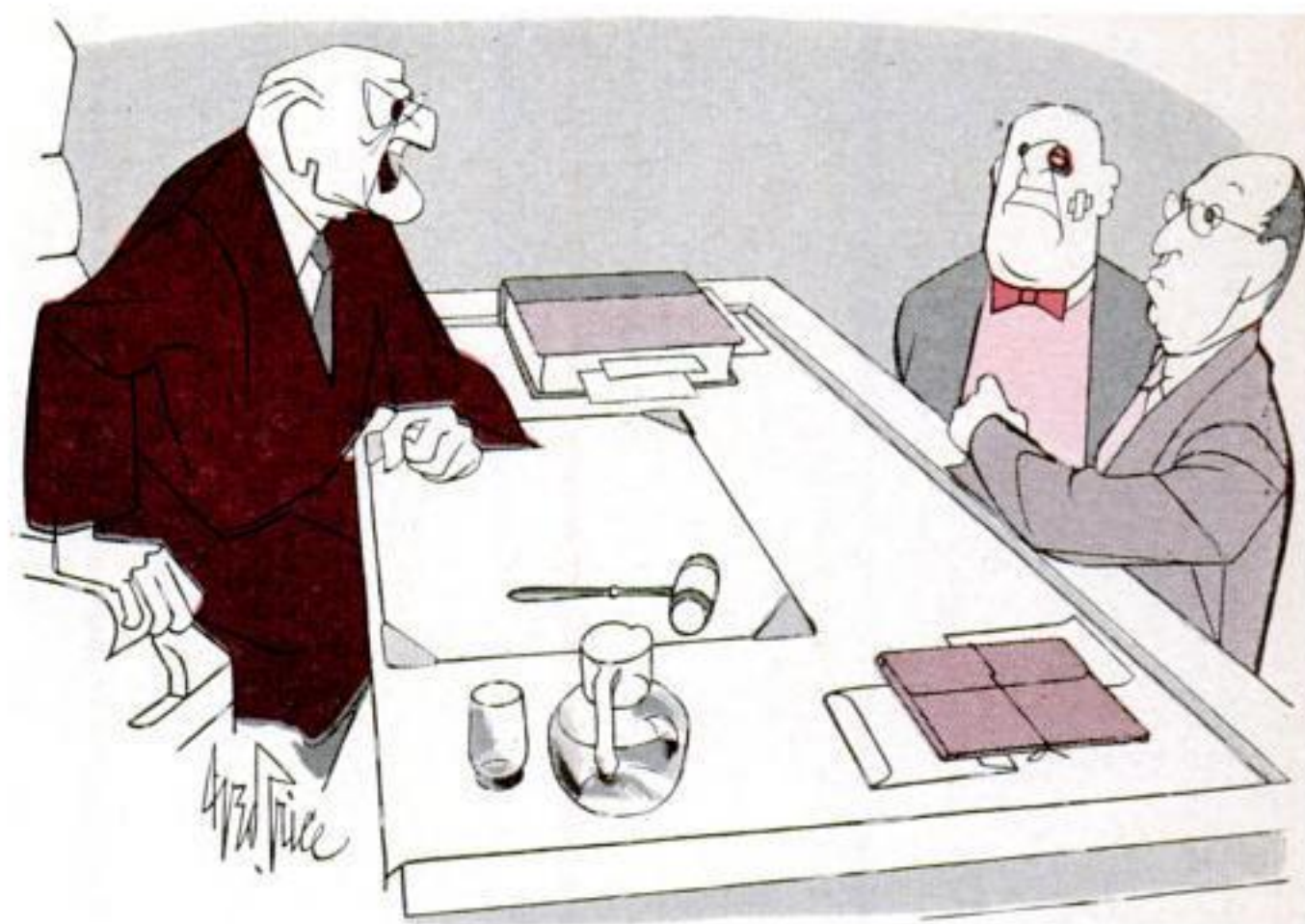
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JUDICIAL RAGE is vented by Judge Parker as he berates prosecutor for calling as a witness the bartender, who has a long record of convictions.

ROWDY CAMPAIGN CONTINUED

says the judge, "to strike out the answer." He sits looking at them both for a minute. "Well," he finally says, "what was the answer? I seem to have forgotten it in all the confusion. Mr. Witness," he says to the bartender, "what was your answer?" "Huh?" says the bartender.

The judge glared daggers at him for about two minutes and then he started to shake his finger at the prosecutor. "Mr. Prosecutor," he said, "you should know better than to put on a witness like this man. How do you possibly expect us to get the truth from a man who's had seven convictions in eight years?" "Your Honor," says the prosecutor, "I apologize to the court." He turns to the bartender. "Step down," he tells him.

The prosecutor is looking back towards where his witnesses were sitting. "Mr. Flanagan," he calls, "take the stand, please." I look over at George and I can see he's a little nervous himself.

Flanagan took the stand and it started: "Your name?" "Patrick Flanagan." "Your occupation?" "Bricklayer." "You were in the Busy Bee on the night in question?" "I was that." "And you had been drinking there before the fight?" "I had that." "And minding your own business?" "I was that." "And the defendant came in?" "He did that." "And the fight started soon after he came in?" "It did that." "And the defendant started the fight?"

Well, I says to myself, this guy is my last hope. It's now or never. Finally Flanagan looks back at the prosecutor, sets his chin firmly, and speaks. "He did that," Flanagan said.

The prosecutor wants to hang me

WELL, that was that. Now my goose was cooked. The prosecutor isn't finished yet, though. He don't want to just convict me—he wants to hang me. So he starts again: "And you know the defendant well?" "I do that." "You're a friend of his?" "I am that." "And even though you're a friend of his you still say he started the fight?" "I do that." Then Flanagan adds, very righteously, "For no matter how good a friend he's been to me, sir, I have promised to tell the truth, the whole truth, and nothing but the truth." There is a long silence in the courtroom and then Flanagan adds thoughtfully, "So help me God."

I nudge Mr. Bradford. "He's no friend of mine," I whisper indignantly. "I've never even said two words to the guy. Where does he get that stuff?" Before he can answer me, the prosecutor turns away from Flanagan. "Your witness, Mr. Bradford."

It seems like an hour before Mr. Bradford gets to his feet. Then he just stands there looking at Flanagan for an awful long time without saying anything. It is kind of a reproachful, accusing look with a lot of scorn in it. Flanagan just sits there with a baby-faced, innocent puss on him.

Finally Mr. Bradford spoke: "So you say that Mr. Martin started everything?" "Yes, sir." "He began the fight?" "Yes, sir." "And he hit the bartender?" "Yes, sir." "And wrecked the place?" "Yes, sir." "Mr. Martin did all that all by himself?" "Yes, sir."

I can see that Mr. Bradford is puzzled by it all and his next questions show it. "You say Mr. Martin did all this and yet you say that you're a very good friend of his?" Flanagan sticks his jaw out. "I'm the best friend the Representative's got," he answers.

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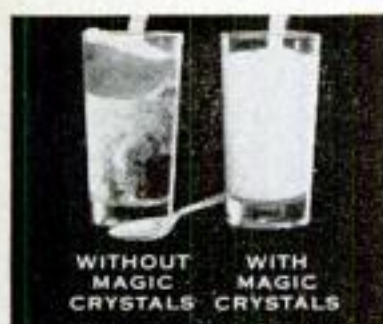
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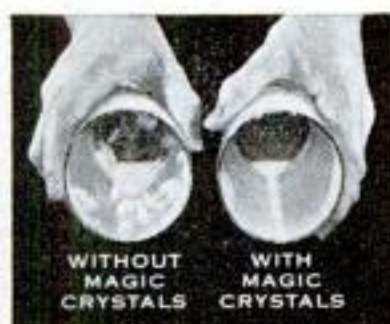


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ROWDY CAMPAIGN CONTINUED

"I'd do anything in the world for that man because he's been such a wonderful friend to me."

Well, I can't stand it no more. I know I shouldn't have done it but I couldn't help it. I jumped up and said: "Judge, this man is lying. He's no friend of mine and, as a matter of fact, he don't hardly know me." Mr. Bradford tried to make me sit down and the judge looked at me very sternly. "Young man," he said, "I have warned you before and I now warn you again for the last time. We'll have no more outbursts from you. The witness strikes me as being exceptionally truthful." Mr. Bradford pushes me into the chair. "Will you shut up?" he whispers to me. "The judge'll put you in jail for contempt of court if you keep talking."

Mr. Bradford starts to ask another question, but the judge interrupts him. "I've heard just about enough of this case, Counselor," he tells him. "There is no question but that your client went into a place of business that was being run in a peaceful and orderly manner until his entrance. True, it was one of those disgraceful places that I detest, but the fact remains that they are legal as long as they operate in a peaceful and orderly manner. That is the way this particular one was being conducted until the defendant entered and, for no reason at all, proceeded to make a shambles of the place. He is unquestionably guilty and I propose to give him the maximum sentence. Mr. Clerk, what is the maximum?"

"But, Your Honor," my lawyer pleads, "just one more question. I promise you I will ask one and only one." The judge kind of grumbles and finally says: "Very well. But only one, mind you."

"Now, Mr. Flanagan," says my lawyer, "you say that Mr. Martin is your best friend and yet we all know that you have never said more than two words to him in all your life. Why do you say that Mr. Martin is your best friend in the whole world?"

Flanagan sits there for about a minute as though he don't know just how to answer that question. Then he says, "Well, it's a long story." He turns to the judge. "You see, Your Honor," he begins, "like the lawyer here says, it's true that I've never said more than two words to Mr. Martin in all my life. But in spite of that I maintain that he is my best friend—and he's proved it. Judge, I am a man close to sixty years old and I must admit that I've been a drinking man for at least forty of those sixty years. Yes, Your Honor, I must admit that I have not done right by myself or my family—and all because of drink. Every night was the same way. I would go to the Busy Bee and drink, drink, drink. It was a curse, Your Honor, the curse of liquor. I would spend my whole pay there, every last cent of it—and me with a large family dependent on me. But, Your Honor, liquor was like a drug to me and I suppose I never realized how I was neglecting my duty as a family man." The courtroom has gotten very quiet and everybody is just staring at Flanagan. I look at the judge and he's doing the same thing. I look back at Flanagan and darned if there isn't a tear on his cheek.

'This man will drink no more tonight'

NOW his voice is a little husky. "Judge," Flanagan goes on, "I had nobody in the world I could turn to—nobody to make me realize my sin. Then, somehow or other, my wife heard that Mr. Martin was running for Representative. So she goes to him and she says: 'Mr. Martin, I have been reading how you want to help all the people who have got problems. I need your help.' And, Judge, she tells him about me—me who he don't hardly know—me, Flanagan the drunk, as they call me. So what does he do? Judge, I'll tell you. He goes looking for me and he finds me in the Busy Bee. Yes, I'm drunk. And every time I empty my glass and want to go home it's filled up again. So Mr. Martin tells the bartender not to give me any more. But the bartender laughs at him and says to mind his own business. Then Mr. Martin tells the bartender about my family and how they are suffering because of my sin. Judge, he tells him that my drinking is his business because he is the poor people's Representative. And he tells the bartender, Judge, he tells him like this: 'This man will drink no more here tonight and you'll sell him no more liquor.' So the bartender says 'Oh, yeah?' and he pours me out another drink and takes my quarter which is laying on the bar. My last quarter, Judge, and me with a family at home. I'm ashamed to admit it but such is the truth."

Here Flanagan pauses and he blows his nose and wipes some tears out of his eyes. "Judge," he says, "then Mr. Martin knocks the drink out of the bartender's hand and he says, 'By Heavens, bartender, I will close your den of iniquity and I will save this poor man from your evil clutches.' And, Judge, he proceeds to destroy all that vile liquor in those vile bottles that have been my downfall. And in doing it he has to hit the bartender and

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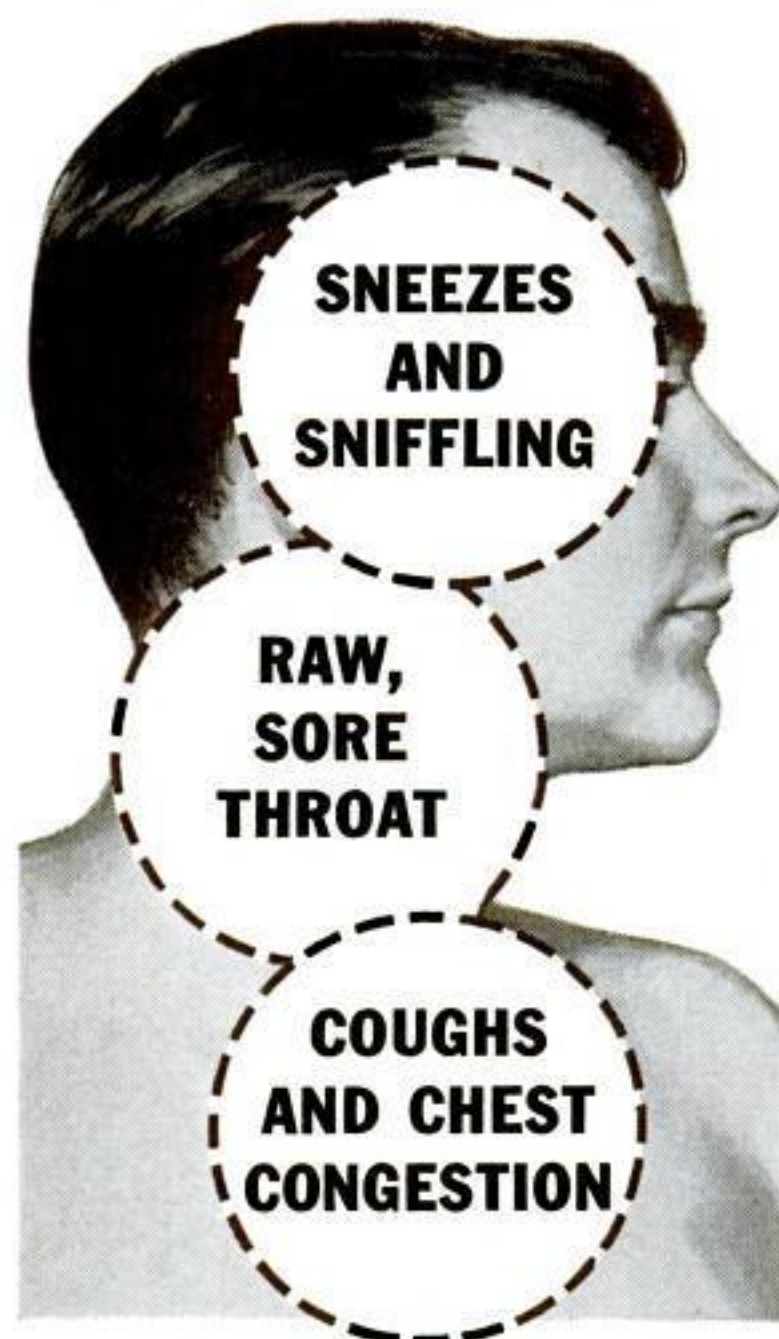
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TEARFUL PLEA by Flanagan on behalf of Martin moves even flinty old Judge Parker, who listens spellbound to story told by the "reformed" drunk.

ROWDY CAMPAIGN CONTINUED

he does. But, Judge"—and Flanagan's finger goes up—"he only hit the bartender in self-defense."

Flanagan pauses for another minute or so and then he starts again: "Judge, I am now a redeemed man. I have not touched a drop of liquor since that night. My wife even went to church and burned a candle in thanks to God and to Peter Martin. What he did for me that night, Judge, I will never forget. He made me realize what a sinner I had been. I says to myself, I says, 'If this young man can destroy a den of iniquity all by himself, then I can certainly lick Demon Rum all by myself.' Which I have done, Your Honor. And, Judge," he finishes up, "that's why I say he is my best friend. My family and I will be grateful to him all our lives."

And then what do you think he does? Damned if he don't walk right off that witness stand and come over and shake my hand. Then, with tears streaming down his face, he turns and faces the judge. He stretches out both arms and says, "Judge, Peter Martin was my good Samaritan." And he stands there with his head hanging down.

Well, I am too dumbfounded to know what it is all about. I hear a lot of coughing and people blowing their noses and nobody says anything. Then the judge starts to speak, but he has to cough and clear his throat. Then he nods over to the bailiff with the gavel and the gavel comes down and the bailiff announces: "Court will take a brief recess."

The judge and clerk go into the judge's room and in about half a minute the clerk calls out for the prosecutor and Mr. Bradford to go in, and they do. I just sit there, but I can hear the whole courtroom kind of buzzing like. Then about five minutes later they all come out of the judge's room and the judge gets back on the bench.

The prosecutor stands up. "Your Honor," he says, "the People wish to enter a *nolle prosequi* in this case and have all charges against the defendant withdrawn." Mr. Bradford stands up and says, "No objection, Your Honor." Then the clerk stands up and Mr. Bradford whispers to me to get up. "Peter Martin," says the clerk, "the People having entered a *nolle prosequi* in these complaints against you, the charges are withdrawn and the complaints dismissed. You are at liberty to go."

The judge commends me

THE judge starts talking. "Peter Martin," he says, "this Court has been sitting for over 20 years. In that time I have never before publicly commended any defendant who was brought before me. I do so now. This city needs more men like you—men with the courage to correct evils when they see them—men with the chivalry to protect wives and children from the vicious greediness of dealers in liquor." He pauses a minute and then says, "My position does not allow me to indulge in political activities. If it did, I should indorse your candidacy. I will say this, though. My position does not prevent me from voting, and I can assure you that it will give me a great deal of pleasure and satisfaction to vote for you on election day."

I should have thanked him, I suppose, but before I could think



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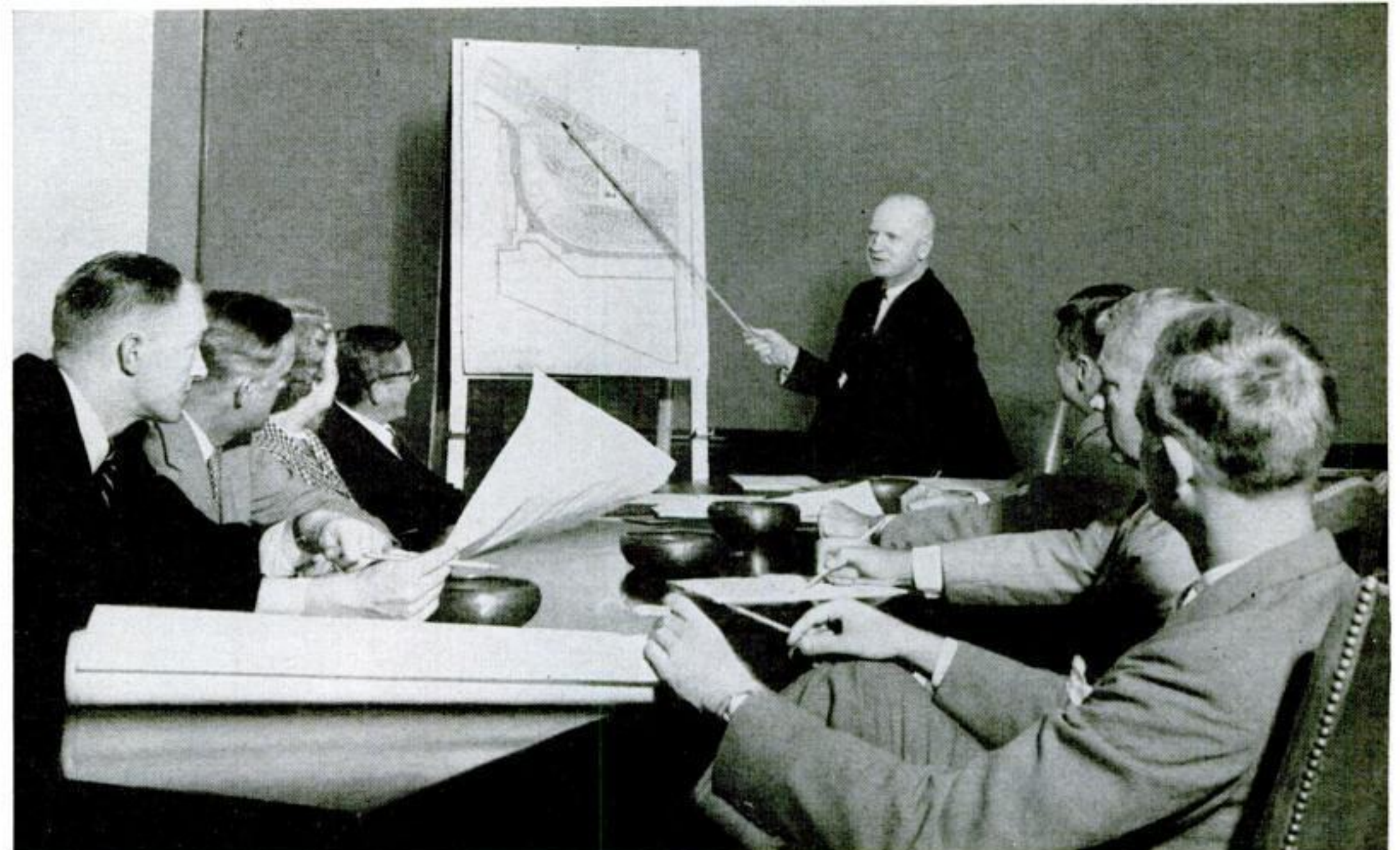
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Your group might begin by undertaking special neighborhood projects: clean-up campaigns, street or sidewalk repairs, gaining and upholding better housing and zoning laws. Today you might want improved garbage collections. Tomorrow your group could spearhead a combined community conservation, rehabilitation and slum-clearance program.

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Cooperation is the key to success. Work with the many existing private groups. Talk to your city, county or state officials. They can help



you—your group can help them.

Use the points at right as a basic organization and operating guide. For further information, write ACTION—the American Council To Improve Our Neighborhoods.

It is a national citizen organization dedicated to home and neighborhood improvement. It can help you by sending suggestions, ideas and success stories on how other community improvement groups began, what they have done, and how they did it.

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3. Work with other local groups and official agencies.
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4. Be the "watchdog" on city services and facilities, guard against violations of housing or zoning codes.
5. Publicize community improvement projects and maintain contact with national groups such as ACTION.
6. Hold periodic Community Conferences, invite civic officials to explain local laws and answer neighborhood questions.

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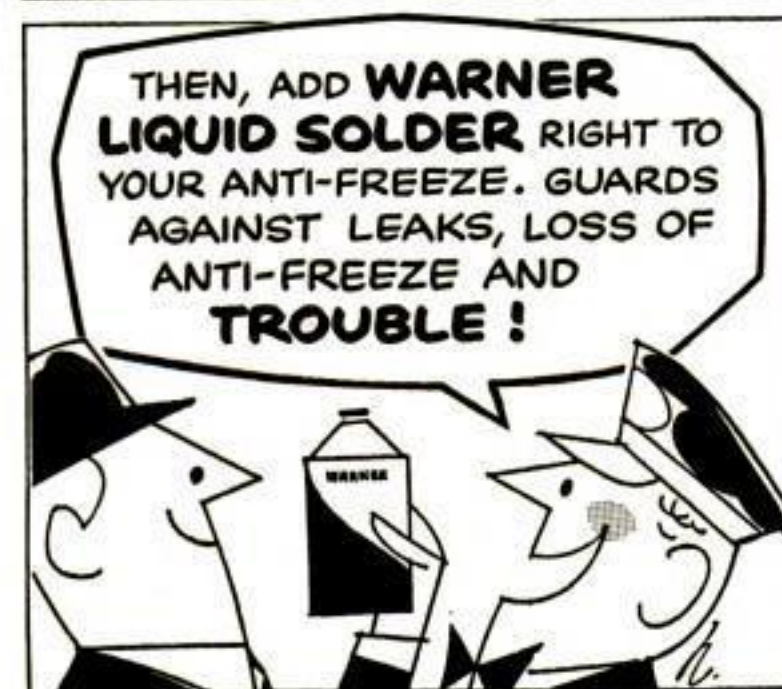


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ROWDY CAMPAIGN CONTINUED

of it he stands up and the bailiff bangs the gavel down and calls out "Court adjourned." The case of the People vs. Peter Martin is over and I, Peter Martin, have won.

I start to go out and see George slapping Flanagan on the back. I begin to wonder why George does not act surprised. I am thinking there is more to this than meets the eye.

George explains how it happened

MR. BRADFORD had objected at first to George's plan. "Legally, George," he tells him, "Pete's motives in hitting the bartender make no difference. No matter what reason Flanagan gives for Pete hitting the bartender, legally Pete is wrong." But George is not impressed. "Look, Jack," George says, "who cares about legally this or legally that? It's the election we're interested in, not the case. We don't care if the judge has to find him guilty legally, as long as the voters think Pete done what was right. And," he pointed out, "even if the judge has to find him guilty, he won't send him to jail on a story like that, will he?" "No," says Mr. Bradford. "The worst punishment he'd get would be a fine or perhaps probation." "So let him get a fine or probation," George says. "It's still better than going to jail. And this story will make him a great guy to a lot of voters, where the other way he'll just be a political stumblebum in a drunken brawl."

Mr. Bradford is half convinced by this time, but he still puts up one more argument. "Do you think Flanagan can do it?" he asks. "He can do it," George says. "Did you ever see an Irishman who couldn't talk?"

As a matter of fact, the whole thing went better than even George and Mr. Bradford thought it would go. They both thought the judge would convict me anyway, even though they felt he wouldn't give me any real punishment. But here I am still a free man without any record at all.

The case of the People vs. Peter Martin suddenly made me one of the favorites in the Representative race. All the papers had headlines and I got 23 letters from people about it—mostly women. I even had a delegation of three women who came to visit me from the League of Women Voters. They thought I was just the guy for Representative. "Not that we women can't take care of ourselves," the president of the League of Women Voters told me, "but it is nice to get a little help from the men once in a while."

It was all very nice. The only drawback to the whole incident is that Joe and Eddie and George had to keep their eye on Flanagan every night. "If he winds up drunk again and in front of Judge Parker we'll all land in the jug," says George.

So, strange as it seems, for at least two weeks we keep Flanagan sober. He kicks like the very devil all through it and says that he'd never have gone through with the story in court if he'd known that he wasn't supposed to drink after it. "You're a swindler, George," he keeps saying. "You deceived me." And George would say, "Well, Flanagan, when the election's over I'll personally see that you get plastered"—which he did.



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Greatest battery development in 20 years ...



twice the life...twice the starts!

Greatest battery advance in 20 years . . . new Mobil Mark II. Built to give *twice the life, twice the starts*—of even the top quality Mobil batteries of the past! Radically new alloys sharply reduce grid corrosion—major cause of battery failure. As a result, the Mobil Mark II battery is twice as resistant to power loss, both in use and while idle. And with the Mark II you get an exclusive extra . . . famous Mobil Care. Wherever you stop at a Mobil dealer's, he'll check and service your battery, provide many other expert services to keep your car in top condition.



BACKED BY MOBIL CARE!



Why most batteries fail
Weakest point in a battery is the positive grid. 82% of battery failures are caused by corrosion of this grid.



Why Mark II lasts longer
Mark II has new, long-life positive grid. Resists corrosion twice as effectively—gives twice the battery life.

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



AFTER THE CEREMONY ADENAUER BENDS TO KISS NEW DAUGHTER-IN-LAW WHILE HER PARENTS, CAPTAIN AND MRS. SVEN JEANSSON, AND HIS SON LOOK ON

A DAUGHTER FOR ADENAUER

In the midst of organizing his new government, German Chancellor Konrad Adenauer took time out for family affairs. With three sons and three daughters he traveled to Kalmar, Sweden to welcome a new daughter into his family as his son Georg married Ulla-Britta Jeansson. The marriage was held in Kalmar's castle where, 700 years ago, a Swedish king, Magnus Ladulås, married a German princess, Helvig of Holstein.

After the ceremony, performed by the chancellor's son Paul, a Catholic priest, Adenauer attended a reception at the Jeansson home. There the bride's father entertained in high Swedish style with pheasant, caviar and rounds of champagne. The chancellor made many of the toasts to the couple who met in Bavaria in 1954. He beamed on his new daughter-in-law, who is a guitar player (*right*), sailor, skindiver, photographer and student of languages, and was full of aphorisms such as "A proper father-in-law must be wiser than a father." Then, as the couple headed for Spain and a honeymoon, he headed for Bonn and affairs of state.

SERENADING CHANCELLOR, bride sings at reception. At right is Georg. Flanking chancellor are daughters Frau Ria Reiners and Frau Lotte Multhaupt.

CONTINUED





MARRIAGE CEREMONY was conducted by Rev. Paul Adenauer who, referring to the 2,000 letters

the two have written each other, said, "Now your letter writing is over. You may live together. . . ."

ADENAUER CONTINUED



RECORDING THE MARRIAGE, bride and bridegroom sign in the castle's book after the ceremony.



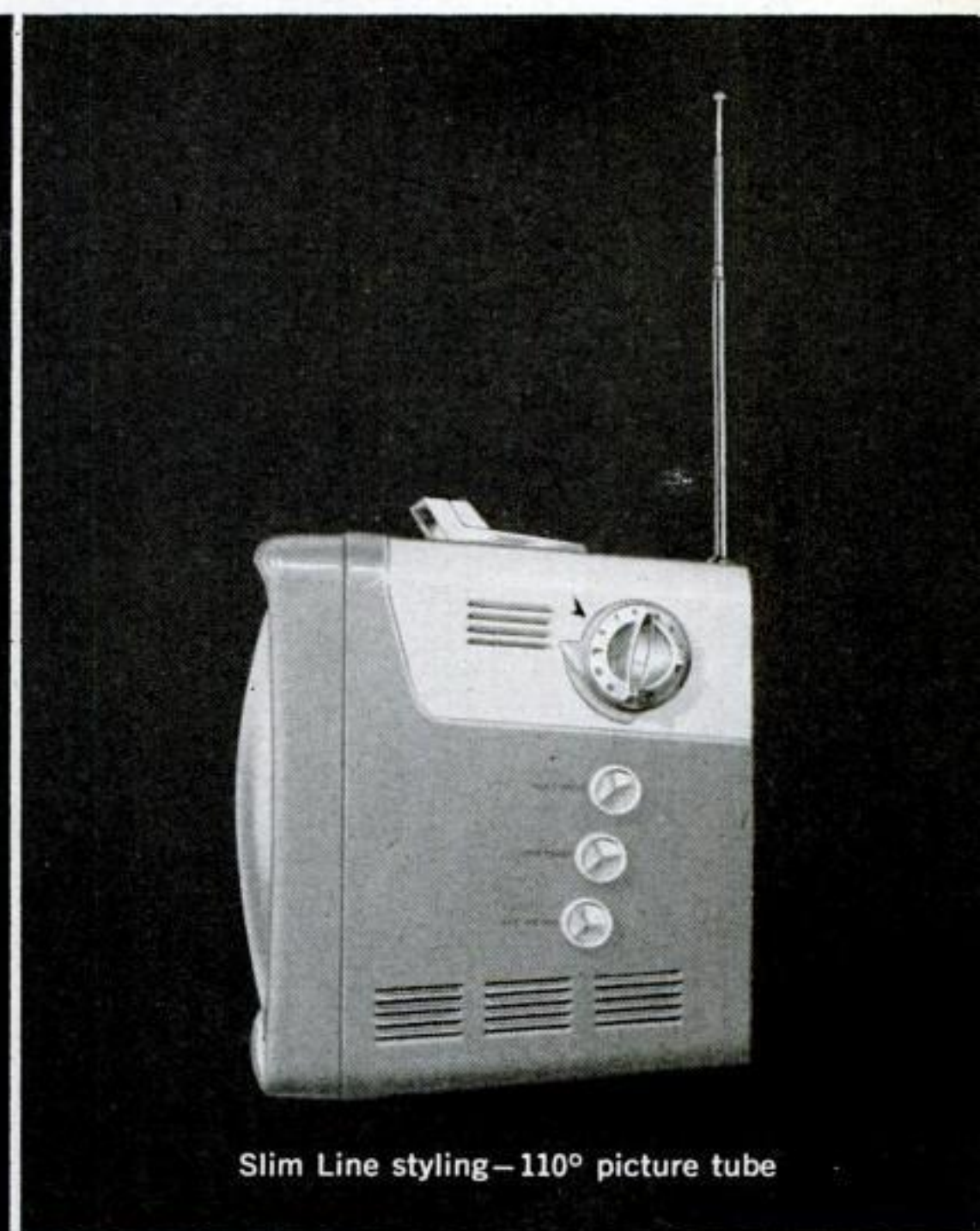
LEAVING THE CASTLE, the couple start for reception. Bridesmaids were Ulla-Britta's two sisters.



TOASTING EACH OTHER, 23-year-old bride and 25-year-old bridegroom lift glasses of champagne.

new (and wonderful) from

Admiral



Slim Line styling—110° picture tube



Giant 17" screen. Only 13 3/4" deep.

Jolted and Jarred 7200 times per minute... New Admiral Portable TV picture stays perfect!

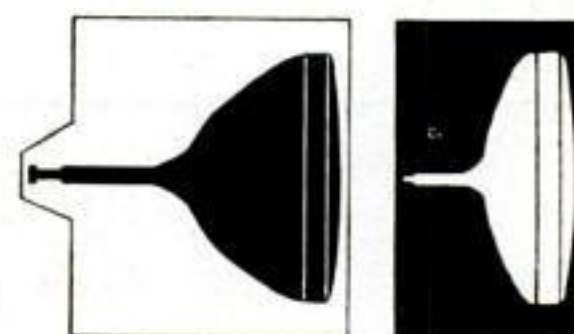
Only Admiral's "Power-Plated" chassis is specially built to take the rough treatment portable TV gets. In a wracking vibration test, an Admiral Portable TV was jolted and jarred 7200 times a minute for 24 hours—and still the picture stayed perfect! No flip... no fade... no flutter! New Admiral Portable TV is *Slim Line*, of course—so thin it fits on a bookcase! And has 55% more picture power—a

whopping 15,500 volts—for the brightest, clearest picture you've ever seen! So insist on the *only* portable that's thin, rugged, and powerful — *Admiral!*

Shown above: Model P17D22. Giant 17"* picture. Cabinet only 13 3/4" deep. New and shortest 110° picture tube. 15,500 volts of picture power. Hideaway "Power-Tower" single arm antenna. 3 Stage I.F. Cascode Tuner. Choice of 2-tones and smart solid colors. Also in white leather-grain finish.

*OVERALL DIAGONAL: 155 SQ. IN. VIEWABLE AREA

OLD TUBE NEW TUBE



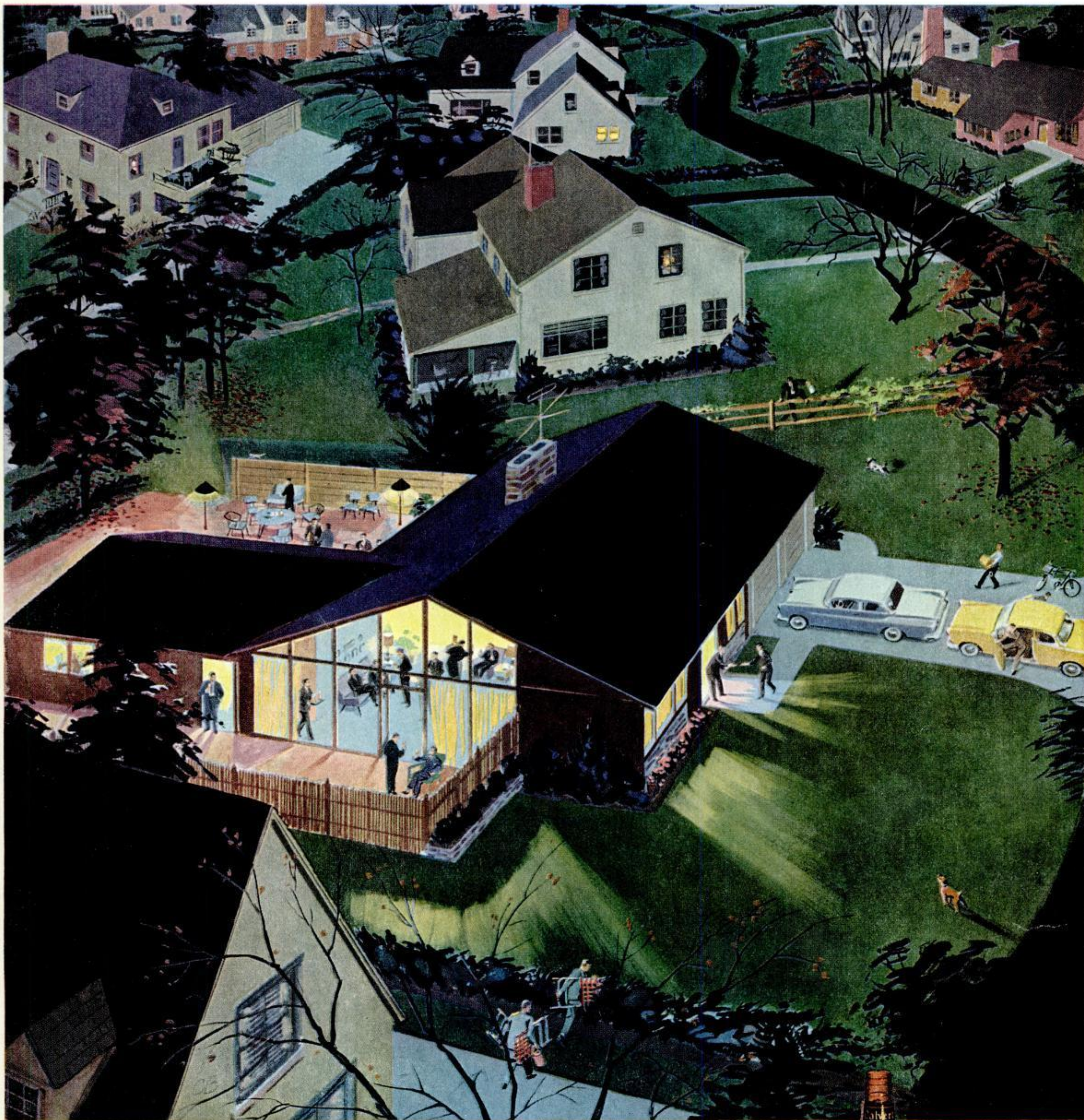
Revolutionary new Admiral 110° picture tube makes Admiral Slim Line cabinets 5" shorter. Exclusive "Thin as a Dime" styling.



A HARE THAT STANDS ON END

At the Annie Beaman School in Jacksonville, Fla., Caroline Clark bought her first-grade class a white rabbit named Hoppy. The children taught him to stand on end by dangling a carrot above his nose. By habit the rabbit got so he would stand up when anything was dangled over him. When the children

recite the pledge of allegiance, the color bearer dangles the flag above Hoppy's nose. He stands up straight, with his paws together and his head turned toward the flag. He is such a rabbit patriot that although he wavers and plops a few times, he stands on end right to the "liberty and justice for all."



For happy events...

CLEAR HEADS AGREE: *Calvert tastes better*

Party at your house? Birthday, anniversary, housewarming?
Make it a happy event indeed. Delight your guests with the taste of Calvert.
They'll be honored by your clear-headed thoughtfulness.

Call for **Calvert** Reserve
Nothing finer in American taste

CALVERT DIST. CO., N. Y. C. • AMERICAN BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS



Best thing ever happened to filter smoking!

The fresh taste
of fine tobacco
in a *filter* cigarette!

New
crush-proof box
or familiar pack!

TRY THE
TIP-OFF TEST
and taste which filter
cigarette is best!

(In a cigarette,
it's still the tobacco
that counts. So make
this tobacco test.)

CUT AT THE
NAME

First, cut off the filter tip from a Hit Parade (at the name). Put cut end in mouth—light other end. See how mild it tastes—even without the filter! That's really fine tobacco!

Then try this same Tip-off Test on any other filter cigarette. You'll taste the difference. You'll want to change to Hit Parade—for the fresh taste of fine tobacco!



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